

THE INFLUENCE OF AFFILIATE COMMISSIONS, PRODUCT QUALITY, AND AFFILIATE PROMOTION STRATEGY ON ENTREPRENEURIAL INTEREST THROUGH SHOPEE E-COMMERCE PLATFORM



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ABSTRACT

This study explores the potential of affiliate marketing as an entrepreneurial opportunity by examining the influence of affiliate commissions, product quality, and affiliate promotion strategies on entrepreneurial interest through the Shopee e-commerce platform. Adopting utilizing a quantitative framework, where primary data was gathered via surveys administered to a sample of 100 participants who had conducted transactions on Shopee and expressed interest in participating in the Shopee affiliate program. The data were analyzed using multiple linear regression. The findings reveal that affiliate commissions have a positive but insignificant effect on entrepreneurial interest. In contrast, product quality and affiliate promotion strategies exert positive and significant effects on entrepreneurial interest. These results suggest that while financial incentives may attract initial attention, perceived product value and effective promotional strategies play a more decisive role in fostering entrepreneurial motivation within affiliate-based digital business models. This study contributes to the growing literature on digital entrepreneurship and provides practical insights for optimizing affiliate marketing programs to encourage entrepreneurial participation.

Keywords: *Shopee Affiliate Marketing; Affiliate Commissions; Product Quality; Affiliate Promotion Strategies; Entrepreneurial Interest*

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INTRODUCTION

Currently, nearly all aspects of life leverage technology for knowledge, economic activities, and cultural pursuits (Sari, 2018). The advancement of technology in the current era has brought about changes in economic circulation, particularly in product marketing processes, often referred to as digital marketing. Digital marketing is a form of activity that utilizes digital technology with the aim of achieving integrated, purposeful, and measurable communication to help acquire and retain customers while building deeper engagement (Rumondang et al., 2020). Among various examples of digital marketing, one prominent example is affiliate marketing. Affiliate marketing functions as a performance-based framework where external agents receive financial compensation for every sale generated via their digital promotional efforts (Misra & Sukmana, 2021).

Based on a Snapcart application survey conducted in July 2023, and according to Nabilah Muhammad's explanation on the Databoks website, the e-commerce platform Shopee offers the most profitable commissions for affiliates. A study by Alamin et al. (2023), concluded that Shopee is currently the most popular e-commerce platform in Indonesia, offering the most advantageous commissions compared to other platforms. This phenomenon has generated new entrepreneurial interest among the Indonesian populace seeking additional income in the digital era. Entrepreneurial interest, as defined by Rahmadi and Heryanto (2016), refers to an individual's inclination to establish a business, subsequently organize, manage, undertake risks, and develop the enterprise they have created.

There are several variables that can influence entrepreneurial interest. First, from the perspective of income potential, the higher the affiliate commission earned, the greater the entrepreneurial interest. Second, based on the quality of the product being promoted, the more appealing the product, the more it can foster entrepreneurial interest among the public. Third, concerning marketing strategy, social media and creativity are essential for promoting a product.

Although the Shopee affiliate ecosystem has expanded rapidly, there remains a scarcity of empirical evidence regarding the specific drivers that convert regular users into digital entrepreneurs. A prevailing assumption suggests that financial rewards, specifically commissions, are the primary catalyst for participation; however, the extent to which non-monetary factors—such as product integrity and promotional support— influence this decision remains under-explored. Moreover, the majority of existing e-commerce literature has predominantly investigated consumer purchasing behavior, leaving a distinct void in understanding the entrepreneurial adoption perspective. Consequently, this research aims to address these disparities by rigorously examining how commission structures, product attributes, and strategic promotion collectively shape the intention to engage in digital entrepreneurship.

Building upon the identified gaps, the primary objective of this investigation is to empirically determine the extent to which financial incentives, specifically affiliate commissions, drive the decision to engage in digital entrepreneurship. Concurrently, this study seeks to assess whether non-monetary factors, such as the perceived quality of products and the strategic execution of promotional campaigns, serve as significant predictors of entrepreneurial interest. By analyzing these variables collectively, this research aims to provide a comprehensive framework that explains the underlying motivations for users to transition into active affiliates within the Shopee marketplace.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Affiliate Commission

Affiliate marketing is a marketing model in which individuals or companies (known as affiliate marketers) promote products or services owned by another party (merchants) and earn a commission from each sale or action generated through the affiliate links they distribute (Latianingsih et al., 2026). Affiliate marketing is a collaborative activity involving organizations, companies, or websites to generate profit for both parties through an agreed-upon arrangement to advertise products or services (Batu et al., 2019). Furthermore, in Helianthusonfri (2014) as cited in Bestari (2023) states that successfully selling a product subsequently yields a commission from the product owner. Profits earned through the Shopee affiliate program are calculated as a commission percentage. Specifically, new users receive a 10% commission with a maximum limit of IDR 10,000 per transaction, and payments are processed transparently according to the referral link (Bestari, 2023).

According to Mazurek and Kucia (2011), the conversion ratio is a key performance indicator in affiliate marketing, representing the percentage of visitors to an affiliate landing page who proceed to the product sales page. Furthermore, Benediktová and Nevosad (2008) identify the following affiliate marketing indicators: number of online sales, number of transaction activities, commission volume, market segmentation, number of partners, and new affiliate members.

Among these various indicators, the primary metrics for evaluating affiliate commission performance are commission volume, conversion rate, and the number of sales generated.

Product Quality

Product quality is a matter that requires primary attention from companies or producers, considering that product quality is closely related to consumer decision-making (Assauri, 2004). These decisions are, furthermore, a prerequisite for affiliate marketing. Kotler and Armstrong (2018) as cited in Sipahutar et al., (2023) product quality is described as the collective attributes of a good or service that determine its capacity to fulfill specific customer requirements, whether explicit or implicit. Similarly, Assauri (2018) states that product quality encompasses the factors present in a good or outcome that make it suitable for its purpose. The purpose for which the good or outcome is intended. According to Tjiptono (2019), quality is the overall dimension of a product offering that brings benefits and is reflected in the product itself. There are eight dimensions of product quality often used as measurements in company evaluations and research: performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality Tjiptono (2019). Based on the aforementioned product quality dimensions, the indicators for product quality derived are durability, features, aesthetics, and reliability.

Affiliate Promotion Strategy

Stanton (1981) as cited in Amirullah (2015), defines strategy as a broad basic plan of organizational action to achieve a specific objective. According to Laksana (2019), promotion is a communication between sellers and buyers that stems from accurate information, aiming to change buyer attitudes and behavior from unfamiliarity to recognition, thereby ensuring product recall. According Prayitno (2008) as cited in Husna (2023) states that affiliate promotion strategy, or affiliate marketing, is a commission-based compensation system provided by product owners to individuals who promote

their products to others. Thus, it can be concluded that affiliate promotion strategy encompasses all planned efforts undertaken by a business to market a product, ensuring its appeal to numerous consumers, ultimately leading to transactions.

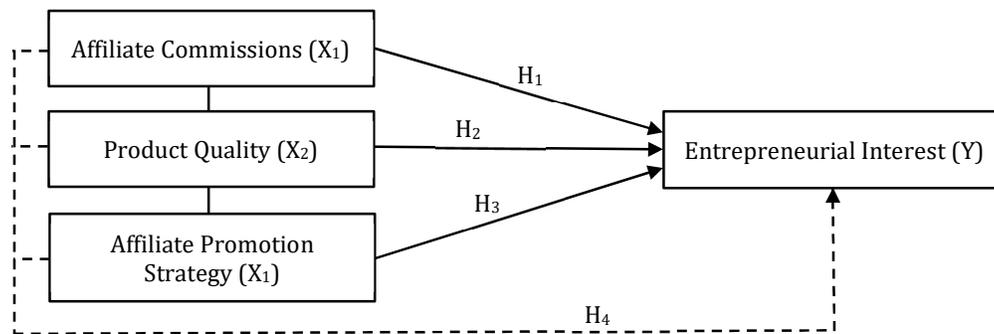
According to Wiludjeng and Nurlela (2013), affiliate marketing is characterized by several key dimensions, specifically: the utilization of social media, the engagement of opinion leaders, product mastery, the transparency of information, and active product discourse.

Entrepreneurial Interest

Lilawati (1988) as cited in Zusnani (2013), defines interest as a strong and deep attention accompanied by a feeling of pleasure towards an activity, which directs someone to perform that activity willingly. According to Wasis and Irianto (2008) as cited in Hummairah (2023), effort is a human endeavor to do something to achieve a specific goal and to fulfill daily life. Meanwhile, Nurfitriana et al, (2019) states that entrepreneurial interest is the desire, attraction, and willingness to work hard or have a strong will to be independent or strive to meet one's life needs without fear of potential risks, while constantly learning from experienced failures.

According to Agustini (2014), indicators of entrepreneurial interest are: Strong will to achieve goals and life needs, strong belief in self-strength, honest and responsible attitude, physical and mental resilience, perseverance and tenacity in working and endeavoring, creative thinking, future-oriented, and courage to take risks. Conversely, Alma (2011), identifies three indicators of entrepreneurial interest: attraction, possessed abilities, and courage to take risks. Based on the aforementioned indicators of entrepreneurial interest, the derived indicators for entrepreneurial interest are: attraction, possessed abilities, courage to take risks, and creativity.

To provide a comprehensive understanding of the research variables, a conceptual model was constructed to visualize the direct effects of the predictors. As depicted in Figure 1, this framework posits that Affiliate Commissions, Product Quality, and Affiliate Promotion Strategy simultaneously and partially influence the intention to engage in entrepreneurship.



Source: Developed by author, 2025

Figure 1
Research Framework

The aforementioned research framework suggests that affiliate commission, product quality, and affiliate promotion strategy exert positive influences. These factors, in turn, affect entrepreneurial intention via the Shopee e-commerce platform, particularly concerning the prospect of obtaining additional income or commission.

- H1: Affiliate Commission exerts a favorable impact on the intention to pursue entrepreneurship within the Shopee ecosystem.*
- H2: Product Quality exerts a favorable impact on the intention to pursue entrepreneurship within the Shopee ecosystem.*
- H3: Affiliate Promotion Strategy influences Entrepreneurial Intention through the Shopee e-commerce platform.*
- H4: Affiliate Commission, Product Quality, and Affiliate Promotion Strategy simultaneously have a positive and significant influence on Entrepreneurial Intention through the Shopee e-commerce platform.*

METHOD

This research employs a quantitative research design with a causal associative approach (Sugiyono, 2019). The study aims to investigate the cause-and-effect relationship of the independent variables affiliate commission, product quality, and affiliate promotion strategy on the dependent variable, entrepreneurial interest. A structured questionnaire serves as the primary data collection instrument, and statistical techniques are utilized for data analysis to determine the significance of the relationships between variables.

The population for this study consists of individuals who have previously transacted on Shopee and are interested in entrepreneurship through the Shopee Affiliate Program. The sample size was determined using the Lemeshow formula with a 10% margin of error, yielding a calculated sample size of 96 (Lwanga & Lemeshow, 1991). However, the sample was increased to 100 respondents to achieve a 95% confidence level in estimating the proportion of the population interested in entrepreneurial ventures via the Shopee Affiliate Program.

Data collection relied on a structured survey administered to the targeted sample. The instrument utilized a five-point Likert scale to measure closed-ended items. To verify convergent validity, Pearson Correlation analysis was applied, confirming that every indicator demonstrated a strong association with its intended variable (Ghozali, 2018). Additional data was gathered from books, articles, and previous scientific research journals relevant to the study's objective. To evaluate the impact of the independent variables on the dependent variable, data analysis was performed using Multiple Linear Regression via the SPSS software (version 30.0) (Ghozali, 2018).

RESULTS AND DISCUSSION

Characteristics of Respondents

The sample for this study consists of individuals who have previously transacted on Shopee and are interested in engaging in entrepreneurial activities through the Shopee Affiliate Program. The respondent profile in this research is described as follows:

**Table 1
 Respondent Profile**

No.	Category	Information	Number of Respondents (people)	Percentage (%)
1	Gender	Man	22	22
		Women	78	78
		Total	100	100
2	Age	16 – 20 years old	15	15
		21 – 25 years old	68	68
		26 – 30 years old	12	12
		31 – 35 years old	3	3

3	Occupation	36 - 42 years old	2	2
		Total	100	100
		Self-employed	7	7
		College student	40	40
		Student	4	4
		Housewife	10	10
		Civil servant	2	2
		Private sector employee	29	29
		Others	8	8
	Total	100	100	

Source: Developed by author, 2025

The Table 1 shows that the majority of respondents in the gender category were female, with a percentage of 78%. In the age category, respondents aged 21–25 years were predominant, accounting for 68%. Furthermore, the majority of respondents' occupation was student, at 40%.

Validity Test

The criteria used to determine the validity of the research instrument in this case are as follows: a confidence level of 95% ($\alpha=5\%$) and degrees of freedom (df) calculated as the r-table value, specifically $n-2$. For $n=100$, the degrees of freedom are $100-2=98$, yielding an r-table value of 0.1966. If the calculated r-value per item (Pearson Correlation) is greater than ($>$) the r-table value, then the instrument is declared valid (Ghozali, 2018). Based on these criteria, the detailed results of the validity test for all research indicators are presented in Table 2.

Table 2
Validity Test Results

Variable	Indicator	r-value	r-table	Sig. <0,05	Information
Affiliate Commissions (X1)	RK	0.747	0.1966	0.001	VALID
	VK	0.779	0.1966	0.001	VALID
	JP	0.822	0.1966	0.001	VALID
Product Quality (X2)	DT	0.702	0.1966	0.001	VALID
	EST	0.742	0.1966	0.001	VALID
	FTR	0.704	0.1966	0.001	VALID
	RBS	0.770	0.1966	0.001	VALID
Affiliate Promotion Strategy (X3)	MS1	0.715	0.1966	0.001	VALID
	MS2	0.675	0.1966	0.001	VALID
	KBN	0.662	0.1966	0.001	VALID
	PP1	0.705	0.1966	0.001	VALID
	PP2	0.703	0.1966	0.001	VALID
	KIP1	0.750	0.1966	0.001	VALID
	KIP2	0.719	0.1966	0.001	VALID
	KIP3	0.727	0.1966	0.001	VALID
	MP1	0.639	0.1966	0.001	VALID
MP2	0.661	0.1966	0.001	VALID	
Entrepreneurial Interest (Y)	KTN1	0.581	0.1966	0.001	VALID
	KTN2	0.798	0.1966	0.001	VALID
	KD1	0.754	0.1966	0.001	VALID
	KD2	0.765	0.1966	0.001	VALID
	BMR1	0.667	0.1966	0.001	VALID
	BMR2	0.641	0.1966	0.001	VALID
	BMR3	0.729	0.1966	0.001	VALID
	KTF1	0.802	0.1966	0.001	VALID
	KTF2	0.751	0.1966	0.001	VALID

KTF3	0.757	0.1966	0.001	VALID
KTF4	0.765	0.1966	0.001	VALID

Source: Developed by author, 2025

Based on the data presented in the Table 2, it can be concluded that all items for the variables of Affiliate Commission, Product Quality, Affiliate Promotion Strategy, and Entrepreneurial Interest are valid.

Reliability Test

Reliability testing was conducted using Cronbach's Alpha coefficient. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.60 (Ghozali, 2018). Based on these criteria, the results of the reliability testing for all variables are summarized in Table 3.

Table 3
Reliability Test Results

Cronbach's Alpha	Cronbach's Alpha	N of Items	Information
0.932	0.6	28	Reliable

Source: Developed by author, 2025

Based on the results of the conducted reliability test, the overall Cronbach's Alpha value is 0.932, which is greater than 0.60. Thus, it can be concluded that this research instrument is reliable and suitable for further testing.

Normality Test Results

The objective of the normality test is to ascertain whether the obtained research data are normally distributed. According to Ajija (2011), the normality test is primarily required for a number of observations below 30. Conversely, for sample sizes exceeding 30 observations, the normality test is not considered necessary because the sampling distribution of the error term is assumed to approximate normality. Furthermore, Gujarati (2021), posits that the normality assumption plays a crucial role for small sample sizes, particularly those under 100 observations.

However, for large sample sizes, the normality assumption can often be relaxed. In this study, the sample size comprised 100 respondents, thereby exceeding 30 observations. Consequently, the results of the normality test may be considered non-critical or not strictly necessary for this research.

Multicollinearity Test Results

The multicollinearity test aims to detect the presence of significant correlations among the independent variables within the regression model. In this study, the Variance Inflation Factor (VIF) method was employed to identify potential multicollinearity (Ghozali, 2018). The results of the multicollinearity test, including Tolerance and VIF values for each independent variable, are presented in Table 4.

Table 4
Multicollinearity Test Results

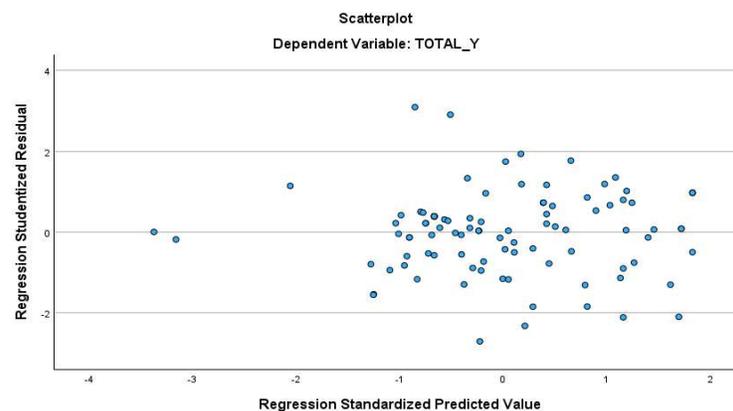
Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tol.	VIF
Constant	7.740	4.518		1.713	0.090		
X1	0.375	0.275	0.124	1.361	0.177	0.731	1.368
X2	0.738	0.356	0.253	2.072	0.041	0.410	2.440
X3	0.458	0.136	0.372	3.358	0.001	0.498	2.010

Source: Developed by author, 2025

Based on the Table 4, the Variance Inflation Factor (VIF) values for the independent variables Affiliate Commission, Product Quality, and Affiliate Promotion Strategy are 1.368, 2.440, and 2.010, respectively. Consequently, the results confirm the absence of multicollinearity issues among the independent variables, as the Tolerance values are greater than 0.100 and the VIF values are less than 10.00.

Heteroscedasticity Test Results

In this study, the detection of heteroscedasticity was performed through a visual analysis of the residual distribution pattern on a scatter plot (Ghozali, 2018). The results of the heteroscedasticity test are visualized in the scatterplot shown in Figure 2.



Source: Developed by author, 2025

Figure 2
Scatterplot Graph of Heterscedasticity Test

Based on the Figure 2, it is evident from the scatterplot that the data points are dispersed both above and below the 0 axis. This pattern indicates that the data model passes the heteroscedasticity test.

The graphical nature of scatter plot outputs in heteroscedasticity testing can, however, lead to ambiguity when formulating conclusions. To address this, the results of the heteroscedasticity analysis can be further validated through the application of alternative methodologies, such as the Glejser test (Ghozali, 2018). The statistical verification using the Glejser test method to ensure the homoscedasticity of the regression model is displayed in Table 5.

Table 5
Glejser Heteroscedasticity Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-1.116	2.879		-0.388	0.699
X1	-0.293	0.175	-0.193	-1.671	0.098
X2	0.212	0.227	0.144	0.932	0.354
X3	0.094	0.087	0.151	1.076	0.285

Source: Developed by author, 2025

Based on the Table 5, the significance values for the Affiliate Commission variable, the Product Quality variable, and the Affiliate Promotion Strategy variable are 0.098, 0.354, and 0.285, respectively. As all these values are exceeds the 0.05 threshold, thus confirming the absence of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis (Ghozali, 2018) was employed in this study to determine the magnitude of the influence of the independent variables, namely Affiliate Commission, Product Quality, and Affiliate Promotion Strategy on the dependent variable, Entrepreneurial Interest. The results of the multiple linear regression analysis, which illustrate the relationship between the independent variables and entrepreneurial interest, are presented in Table 6.

Table 6
Multiple Linear Regression Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	7.740	4.518		1.713	0.090
X1	0.375	0.275	0.124	1.361	0.177
X2	0.738	0.356	0.253	2.072	0.041
X3	0.458	0.136	0.372	3.358	0.001

Source: Developed by author, 2025

The regression coefficients obtained from the table above can be expressed in the following equation:

$$Y = 7.740 + 0.375X_1 + 0.738X_2 + 0.458X_3$$

The obtained multiple linear regression equation can be explained as follows:

1. The constant value for entrepreneurial Interest is 7.740, which indicates that if variables affiliate commission, product quality, and affiliate promotion strategy are zero, then the entrepreneurial interest is 7.740.
2. The analysis shows that affiliate commission has a regression coefficient of 0.375, indicating a positive direction. This can be interpreted to mean that if variable affiliate commission increases, variable entrepreneurial interest will increase, or conversely, if variable affiliate commission decreases, variable entrepreneurial interest will decrease, assuming other variables are held constant.
3. The analysis shows that product quality has a regression coefficient of 0.738, indicating a positive direction. This can be interpreted to mean that if variable product quality increases, variable entrepreneurial interest will increase, or

conversely, if variable product quality decreases, variable entrepreneurial interest will decrease, assuming other variables are held constant.

4. The analysis shows that affiliate promotion strategy has a regression coefficient of 0.458, indicating a positive direction. This can be interpreted to mean that if variable affiliate promotion strategy increases, variable entrepreneurial interest will increase, or conversely, if variable affiliate promotion strategy decreases, variable entrepreneurial interest will decrease, assuming other variables are held constant.

Hypothesis Testing (T-Test Results)

This test aims to examine the partial effect of the independent variables affiliate commission, product quality, and affiliate promotion strategy on the dependent variable entrepreneurial interest at a significance level of 5% ($\alpha = 0.05$) (Ghozali, 2018). The critical t-value (t-table) is determined using the formula:

$$t (\alpha/2; n-k-1) = t (0.025; 96) = 1.984$$

The results of the t-test used to examine the partial research hypotheses are displayed in table 7 below.

Table 7
T-Test Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	7.740	4.518		1.713	0.090
X1	0.375	0.275	0.124	1.361	0.177
X2	0.738	0.356	0.253	2.072	0.041
X3	0.458	0.136	0.372	3.358	0.001

Source: Developed by author, 2025

Based on the Table 7, the hypothesis testing can be explicated as follows:

1. The analysis indicates that the significance level for affiliate commission stands at 0.090, which exceeds the standard alpha of 0.05 ($0.090 > 0.05$). Furthermore, the observed t-statistic of 1.361 remains below the critical t-table limit of 1.984 ($1.361 < 1.984$). Consequently, while a relationship appears to exist, it is not statistically significant.
2. The analysis indicates that the significance level for product quality stands at 0.041, which lower than the standard alpha of 0.05 ($0.041 < 0.05$). Furthermore, the observed t-statistic of 2.072 exceeds the critical t-table value of 1.984 ($2.072 > 1.984$). Thus, it is confirmed that product quality significantly influences entrepreneurial interest.
3. The analysis indicates that the significance level for affiliate promotion strategy stands at 0.001, which lower than the standard alpha of 0.05 ($0.001 < 0.05$). Furthermore, the observed t-statistic of 3.358 exceeds the critical t-table value of 1.984 ($3.358 > 1.984$). Thus, it is confirmed that affiliate promotion strategy significantly influences entrepreneurial interest.

Hypothesis Testing (F-Test Results)

The objective of implementing the F-test in this study is to ascertain whether the variables of Affiliate commission, product quality, and affiliate promotion strategy collectively exert a significant simultaneous influence on entrepreneurial interest through shopee e-

commerce. This F-test was conducted utilizing the SPSS 30.0 program. The formula for the F-statistic (F-table) is as follows:

$$F\text{-table} = F(k;n-k) = F(3;97) = 2,70 \text{ (Ghozali, 2018)}$$

To determine the simultaneous effect of the independent variables on entrepreneurial interest, an F-test was conducted, the results of which are presented in Table 8.

Table 8
F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1192.380	3	397.460	22.608	< 0.001
Residual	1687.730	96	17.581		
Total	2880.110	99			

Source: Developed by author, 2025

Based on the Table 8, it is known that the significance value for the simultaneous influence of affiliate commission, product quality, and affiliate promotion strategy on entrepreneurial interest is 0.001, which is less than 0.005 ($0.001 < 0.005$), and the calculated F-value of 22.608 is greater than the F-table value of 2.70 ($22.608 > 2.70$). Therefore, it can be concluded that the F-test is significant, meaning there is a significant simultaneous influence of affiliate commissions, product quality, and affiliate promotion strategy on entrepreneurial interest.

Coefficient of Determination Results

To assess the model's explanatory power, the Coefficient of Determination (R^2) was calculated. This metric indicates the extent to which the variation in Entrepreneurial Interest can be attributed to the combined influence of affiliate commission, product quality, and affiliate promotion strategies (Ghozali, 2018). The results of the coefficient of determination analysis, which indicate the extent to which the independent variables explain the variance in entrepreneurial interest, are presented in Table 9.

Table 9
Coefficient of Determination Results

No.	R	R-square	Adjusted R-square	Std. Error of the Estimate
1	0.643	0.414	0.396	4.193

Source: Developed by author, 2025

Based on the Table 9, the Adjusted R^2 value is 0.396. This indicates that 39.6% of the variance in variable Y is simultaneously explained by variables affiliate commission, product quality, and affiliate promotion strategy, while the remaining 60.4% is influenced by other variables.

The Influence of Affiliate Commission on Entrepreneurial Interest

Based on the data processing conducted by the researcher in the multiple linear regression analysis, it was found that Affiliate Commission has a positive influence on Entrepreneurial Intention. This suggests that the affiliate commission obtainable by prospective affiliates can foster entrepreneurial intention in affiliate marketing. This finding is consistent with the research by Almaiddah et al., (2025), who posited that

financial incentives are a primary factor for individuals to develop entrepreneurial intention in the field of affiliate marketing.

The t-test analysis produced a significance score of 0.177, which exceeds the standard alpha of 0.05 ($0.177 > 0.05$). Consequently, while Affiliate Commission shows a positive trend towards Entrepreneurial Intention on the Shopee platform, this influence is not statistically significant. This result aligns with the research by Atika (2023), which concluded that financial rewards have a non-significant effect on students' interest in using social media platforms like YouTube, Instagram, and TikTok as sources of income, reporting a significance value greater than 0.05 ($0.631 > 0.05$). This lack of significance might be attributed to the demographic profile of the respondents, the majority (68%) of whom are Gen Z, aged 21–25 years. For this cohort, affiliate commission may not be the primary motivation for starting a business via the Shopee e-commerce platform. Gen Z characteristics, such as the fear of missing out (FOMO), the desire for virality, and the pursuit of social media prestige, could be underlying drivers of their entrepreneurial intention via Shopee. However, further research is required to substantiate these propositions.

The Influence of Product Quality on Entrepreneurial Interest

The multiple linear regression analysis reveals that Product Quality has a positive influence on Entrepreneurial Intention. This suggests that the quality of products available on the Shopee e-commerce platform can enhance entrepreneurial intention in affiliate marketing.

Furthermore, the t-test results revealed a calculated t-value of 2.072, surpassing the critical t-table benchmark of 1.984 ($2.072 > 1.984$), accompanied by a significance level of 0.041, which falls below the 0.05 threshold. Thus, it can be concluded that Product Quality has a statistically significant influence on Entrepreneurial Intention through the Shopee e-commerce platform. This finding is consistent with the research by Fatmawati and Triastity (2017), who stated that good quality products can satisfy consumers. Product quality builds consumer trust in affiliate recommendations and the credibility of the affiator, which in turn encourages purchase intentions and determines long-term financial success and reputation. Therefore, understanding the strong correlation between the quality of promoted products and this potential for success is an important factor that can influence individuals' interest and strategic decisions to start and develop a career as an affiator via the Shopee e-commerce platform. Thus, the results confirm that Product Quality significantly and positively drives Entrepreneurial Intention within the Shopee ecosystem.

The Influence of Affiliate Promotion Strategy on Entrepreneurial Interest

Based on the data processing from the multiple linear regression analysis, it was found that Affiliate Promotion Strategy has a positive influence on Entrepreneurial Intention. This suggests that affiliate promotion strategies available on the Shopee e-commerce platform can enhance entrepreneurial intention in affiliate marketing.

The t-test results revealed a calculated t-value of 3.358, surpassing the t-table benchmark of 1.984 ($3.358 > 1.984$), with a corresponding significance level of 0.001, falling well below the 0.05 cutoff. Thus, it can be concluded that Affiliate Promotion Strategy has a statistically significant influence on Entrepreneurial Intention through the Shopee e-commerce platform. The development of innovative and easily accessible promotion strategies can be key to fostering more entrepreneurs in the field of affiliate marketing. This aligns with the research by Natasya et al. (2025), who indicated that in

affiliate marketing, affiliate promotion strategies, particularly those utilizing social media, are a factor influencing the entrepreneurial interest to become an affliator. A significant positive impact on Entrepreneurial Intention was established for the Affiliate Promotion Strategy variable in the context of the Shopee marketplace.

The Influence of Affiliate Commission, Product Quality, and Affiliate Promotion Strategy on Entrepreneurial Interest Through Shopee E-Commerce

Affiliate Commission, Product Quality, and Affiliate Promotion Strategy collectively have a significant influence on Entrepreneurial Interest Through Shopee E-Commerce. This is indicated by an F-calculated value greater than F-table ($22.608 > 2.70$), leading to the rejection of H0 and acceptance of H1. This means that the variables of affiliate commission, product quality, and affiliate promotion strategy simultaneously influence entrepreneurial interest.

Furthermore, the results of the simultaneous coefficient of determination test show an adjusted R-squared value of 0.396 or 39.6%. This implies that 39.6% of Entrepreneurial Interest is determined by Affiliate Commission, Product Quality, and Affiliate Promotion Strategy, while the remaining 60.4% is influenced by other variables.

CONCLUSION AND SUGGESTION

This study affirms that each variable, namely affiliate commission, product quality, and affiliate promotion strategy, positively influences entrepreneurial interest via Shopee e-commerce. The research results indicate that individuals consider economic benefits (commission), the quality of products available on Shopee e-commerce, and the ease of conducting affiliate activities. This aligns with Rational Choice Theory, whereby individuals (prospective affiliates) prioritize economic utility, the value of a product, and the minimization of effort (ease of promotion). This study also found that product quality and affiliate promotion strategy have a significant positive influence on entrepreneurial interest via Shopee e-commerce however, while affiliate commission exerts a positive influence on entrepreneurial interest, this influence is not statistically significant. This finding is attributed to the majority of respondents being Gen Z, for whom affiliate commission is not the primary motivating factor. Instead, they are influenced by other variables such as the fear of missing out (FOMO), the desire to go viral, and social prestige on social media. Although affiliate commission does not significantly influence entrepreneurial interest via Shopee e-commerce, it was determined that affiliate commission, product quality, and affiliate promotion strategy collectively exert a simultaneous influence on entrepreneurial interest through Shopee. Nevertheless, the strength of this simultaneous influence is considered weak, based on the coefficient of determination value.

Entrepreneurship involving affiliate marketing through Shopee e-commerce can present a significant opportunity for a broad segment of the population (encompassing all age groups, educational levels, ethnic backgrounds, etc.) in this era of digitalization. With the inherent ease of engaging in affiliate marketing, and requiring only a smartphone device, individuals can generate supplementary economic income from affiliate commissions via Shopee e-commerce.

Prospective affiliates are advised to monitor sales volume to enhance the commission earned. It is also crucial to focus on the reliability of the products being promoted to build consumer trust. Furthermore, providing clear product information is essential, encompassing details such as product specifications, applicable promotions, and the use of product samples for demonstration. Finally, prospective affiliates are

encouraged to be consistently creative and generate novel ideas to develop their ventures in the affiliate marketing sector.

For future researchers undertaking studies on a similar topic, it is recommended to develop or refine the statement indicators (measurement items); explore other potential variables that may influence entrepreneurial interest, such as self-efficacy and social media literacy. These variables are crucial as they determine an individual's confidence and technical capability in navigating the digital affiliate landscape (Bandura, 1997; Belshaw, 2012). Furthermore, increasing and broadening the sample size and scope.

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