
THE IMPACT OF ONLINE VISUAL MERCHANDISING AND AFFILIATE MARKETING FOR CLOTHING PRODUCT ON SHOPEE CUSTOMER PURCHASE DECISION*PENGARUH MERCHANDISING VISUAL ONLINE DAN PEMASARAN AFILIASI TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PRODUK PAKAIAN DI SHOPEE*

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Abstract: The increasing growth of digital platforms, or e-commerce, which is naturally accompanied by the increasing number of online stores that are present on each e-commerce platform. This study is intended to identify the influence of Visual Merchandising and Affiliate Marketing on Shopee Customer Purchase Decision, both partially and simultaneously. The population is the customers of Shopee as many as 100 respondents through random sampling technique and analysed with Multiple Regression Analysis Method. The results show that Affiliate Marketing has a significant impact on Shopee customer purchase decisions for clothing products, while Online Visual Merchandising, though positively related, does not show a statistically significant effect. It is recommended that marketers should prioritize Affiliate Marketing strategies on Shopee to effectively drive customer purchases, while Online Visual Merchandising may serve a supportive role.

Keywords: Online Visual Merchandising, Affiliate Marketing, Customer Purchase Decision

Abstrak: Pertumbuhan platform digital, atau e-commerce, yang terus meningkat, secara alami diikuti dengan semakin banyaknya toko online yang hadir di setiap platform e-commerce. Penelitian ini bertujuan untuk mengidentifikasi pengaruh Visual Merchandising dan Affiliate Marketing terhadap Keputusan Pembelian Pelanggan Shopee, baik secara parsial maupun simultan. Populasi penelitian ini adalah pelanggan Shopee sebanyak 100 responden melalui teknik pengambilan sampel acak dan dianalisis dengan metode Analisis Regresi Berganda. Hasil penelitian menunjukkan bahwa Affiliate Marketing memiliki dampak signifikan terhadap keputusan pembelian pelanggan Shopee untuk produk pakaian, sementara Online Visual Merchandising, meskipun berhubungan positif, tidak menunjukkan pengaruh yang signifikan secara statistik. Disarankan agar pemasar memprioritaskan strategi Affiliate Marketing di Shopee untuk mendorong pembelian pelanggan secara efektif, sementara Online Visual Merchandising dapat berperan sebagai pendukung.

Kata Kunci: Online Visual Merchandising, Affiliate Marketing, Keputusan Pembelian Pelanggan

INTRODUCTION

Research Background

In the digital age, the general public is increasingly purchasing necessities through online stores, primarily Shopee. This is indicated by the increasing growth of digital platforms, or e-commerce, which is naturally accompanied by the increasing number of online stores that are present on each e-commerce platform. The increase in e-commerce users is also due to several factors, one of which is the different appearances in every online store exhibition. For instance, in the fashion industry, with the samples of clothes available on the sales exhibition, it allows prospective buyers to imagine what they would look like if they bought the clothing that will definitely

increase the confidence for consumers to buy the product. The displays are made by the visual part of the merchandiser that is recruited by the business owners to make the product more attractive.

Visual merchandising is anything related to art that aims to attract the attention of the person who passes in front of the store. According to Leivy and Weitz (2009) Visual Merchandising is the presentation of a store or them and its merchandise to customers to sell goods and services offered by the store stores. Visual Merchandising should also be able to display the characteristics and identity of the store. The person who enters the store must be able to understand where he is, like the store that sells sporty fashion must be capable of showcasing his shop that impresses sporty. From this a shop can be different from other shops.

A variety of promotional strategies aimed at marketing the product of a brand, one of which is affiliate marketing or affiliation. Affiliate marketing is an agreement between traders and content providers to promote traders' products and services on their websites." (Hossan dan Ahammad, 2013). This method makes business owners pay affiliates for every product sold, every visit to a website or online store, or even every display of content created. Marketing with this affiliate method, often found on social media and carried out by influencers. Influencer is a person who has the ability to influence others in choosing a product. Celebrities, artists, even experts can become affiliate marketers and influence their followers to buy the products they affiliate on social media.

Visual merchandising and affiliate marketing are important strategies for online sellers using e-commerce platforms to promote their products. Visual merchandising involves presenting products in an attractive and appealing way on the website, helping customers notice and be interested in them. This could include well-designed images, clear product descriptions, and organized categories. On the other hand, affiliate marketing works by partnering with influencers or other websites to recommend the seller's products in exchange for a commission. Both strategies help sellers attract more customers, boost sales, and create a better shopping experience for online shoppers.

Even though visual merchandising and affiliate marketing are commonly used as marketing strategies in the e-commerce industry, until now, there has not been much research examining the influence of these two factors on consumer purchasing decisions on e-commerce platforms, one of which is Shopee. Therefore, this research was created with the aim of identifying the influence of visual merchandising and affiliate marketing on consumer purchasing decisions on Shopee.

Research Objectives

1. Identify the influence of Visual Merchandising applied on Shopee Customer Purchase Decision
2. Identify the impact of Affiliate Marketing on Shopee Customer Purchase Decision
3. Identify the impact of Visual Merchandising and Affiliate Marketing on Shopee Customer Purchase Decision

THEORETICAL FRAMEWORK

Marketing

Marketing is an effort to introduce products to customers. Marketing plays a very important role in developing a business. Marketing can be done in several ways, such as promotion, distribution, sales, and also product development strategies themselves. According to Kotler and Armstrong (2007), marketing is a social and managerial process that enables individuals and groups to obtain what they need and want through the creation and reciprocal exchange of products and values with others.

Purchase Decision

A purchase decision is a process in which a consumer recognizes a problem, searches for information about a particular product or brand and evaluates how well each of these alternatives can solve the problem, which then leads to a purchase decision (Mappesona, Ikhsani, and Ali, 2020). Purchase decision is a very important process in the consumer decision making phase where customers seek product or service information first in making a purchase. (Nurmanah and Nugroho, 2021). A purchase decision can also be described as a process of choosing, deciding, and experiencing a product or service in which a customer searches for information about the product, evaluates it before making a purchase, decides to make a purchase and feels satisfied or dissatisfied with the purchase. Their purchase (Komalasari, Christianto, and Ganiarto, 2021).

Visual Merchandising

Visual merchandise is a silent sales technique that can help minimize the need for sales officers and to reduce operational costs which can ultimately increase retail business profits. Visual merchandising is a retail strategy that

maximizes the aesthetics of a product with the aim of increasing sales. Visual merchandising can also play a role in the look, feel and culture of a brand. If done well, this can create awareness while increasing brand loyalty. Most importantly, it can attract customers and close sales – all based on the aesthetic quality of your retail display (Kumar, 2014).

Affiliate Marketing

Affiliate marketing is a marketing strategy that works to promote another person's product or service (merchant) and receives a commission for any specific sale or action carried out by a prospective customer directed by an affiliate (Patrcik and Hee, 2021). Affiliate marketing is one of the most commonly used concepts to promote websites, products and services and affiliates will be given a commission after visitors or customers who come because of their efforts (Ivkovic and Milanov, 2010).

Previous Research

Cordova et al. (2020) determined the factors of Visual Merchandising on consumers' purchase decision in retail stores in the districts of El Tambo and Huancayo, 2019. The study was carried out using the quantitative approach including the scientific method (general) and the deductive method (specific). In addition, the non-experimental - transversal - descriptive research design was used. The survey was used as a technique; applying two questionnaires, one for Visual Merchandising and the other for the purchase decision. The study sample was made up of 384 consumers aged between 20 and 60 years who went to retail stores in the districts of El Tambo and Huancayo and they were randomly selected for the application of the instrument. By means of the structural equation model, it was obtained that the organization of the outside of the business (OBA) had a significant influence on the cultural and social factors of the purchase decision; and a negative relationship with personal and psychological factors. Regarding the organization of the interior of the business (OBI), it did not have any positive relationship with the purchase decision of the consumers of the retail stores surveyed due to the low knowledge that retailers have regarding the organization of the product at the point of sale. The environmental factors of the business (EFB) generated a positive impact on the cultural, personal and psychological purchase decision factors. However, they did not generate a positive impact on the social factor of the purchase decision (CSPD). It is concluded that the factors (exterior architecture, interior architecture, and atmosphere) of Visual Merchandising determine the purchase decision of consumers from retail stores in the central region of Peru (districts of El Tambo and Huancayo).

Pai and Mayya (2021) studied the influence of visual merchandising on consumer purchase patterns based on store attributes and to know the dimensions which influence the purchase behavior or decision of the consumers. For this analysis, this study have considered many online sources, namely websites and blogs, which guide and review display merchandising. Percentages, charts, diagrams are being used to present the tabular data. It is found that variables like store appearance, lighting, music, window display, mannequins, and price tags have an impact on the purchase choice of consumers. The study revealed that male youngster customers are more frequently visiting the store. The study revealed that the seating arrangement inside the store is not sufficient. The majority of the customer is visiting Reliance Digital to buy some specific product. Spot purchase activities are happening very rarely.

Shiddiqy and Faradila (2023) determined the influence of affiliate marketing on purchase decisions through buying interest in Skintific skincare products at the Skintific Shopee Affiliate Official Store. The research consists of one independent variable, namely affiliate marketing, and one dependent variable, namely purchase decision and buying interest as intervening variables. The method used is path analysis. The data collection method uses a questionnaire with purposive sampling technique. The number of respondents obtained was 100 people, this number was obtained based on the Rao Purba formula. The research results obtained based on the Partial Test showed: 1) there is a significant influence of affiliate marketing on buying interest, 2) there is a significant influence of affiliate marketing on purchase decisions, 3) there is a significant influence of buying interest on purchase decisions, 4) buying interest can mediate the influence of affiliates marketing on purchase decisions.

Research Hypothesis

H1: There is a significant impact of Visual Merchandising on Shopee Customer Purchase Decision.

H2: There is a significant impact of Affiliate Marketing on Shopee Customer Purchase Decisions.

H3: There is a significant simultaneous impact of Visual Merchandising and Affiliate Marketing on Shopee Customer Purchase Decisions.

Conceptual Framework

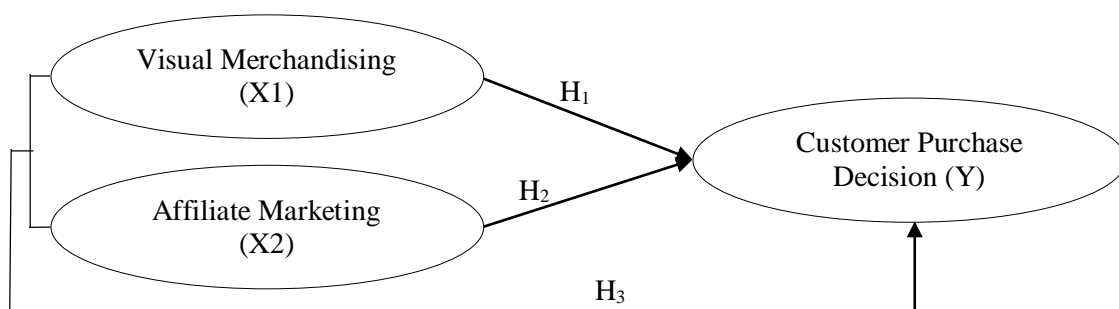


Figure 1. Conceptual Framework

Source: Literature Review (2024)

RESEARCH METHOD

Research Approach

The study uses quantitative research methods to determine the influence of Visual Merchandising and Affiliate Marketing on customer purchasing decisions. Quantitative method is a method used to investigate a particular population, by means of data collection using research instruments, as well as using quantitative data analysis aimed at guiding a given hypothesis (Sugiyono, 2022).

Population, Sample and Sampling Technique

A population is a generalization region consisting of objects or subjects that have certain qualities and characteristics that the researcher defines to be studied and then draws conclusions (Sugiyono, 2022). In this research, being a beginning in the author determines the sample before starting the research. The population is the customers of Shopee with sampel of 100 respondents. This research will using random sampling technique. Simple Random Sampling is the selection of sample members from a population conducted randomly without considering the strata present in that population (Sugiyono, 2022).

Data Collection Method

The method of data collection is important because it can provide information to the author in determining the results of the research. Data collection methods are divided into two: primary data and secondary data. Primary data refers to information collected or created by researchers for specific research purposes. In this research, the author used a questionnaire in collecting data. Secondary data is pre-existing data that is used to complement research data needs. In this research, secondary data sources were taken from journals, books and related articles.

Operational Definition and Measurement of Variables

Table 1. Operational Definition and Indicators Of ResearchVariable

Variable	Definition	Indicator
Visual Merchandising (X1)	Visual Merchandising is a technique used by a brand in showcasing its products and communicating the value of such products so as to attract the attention of the buyer.	1. Application registration 2. Store atmosphere 3. Application navigation 4. Product demonstration 5. In-app advertising
Affiliate Marketing (X2)	Affiliate marketing is the marketing strategy used by a brand to promote its product through the marketing force that, with it, earns a commission from each sale of the product.	6. Informativeness 7. Incentive 8. Perceived Trust 9. Perceived usefulness 10. Perceived ease to locate
Customer Purchase Decision (Y)	Customer purchase decision is the process of consumers determining what brand or product they want to buy according to	11. According to needs 12. Quality products 13. Purchase recommendations

Instrument Testing**Validity and Reliability Tests**

A validity test is a test to see if a measuring device in the form of a questionnaire can measure carefully or not. The validity test is used to measure the accuracy of each number of questionnaire items. The calculation will be done by comparing the results of the calculation score of the statement, and can be said to be valid if the count r is greater than the number r of the table with a degree of significance of at least 95%.

The reliability test is used to measure a questionnaire, which is structured based on variable indicators. An instrument can be called reliable if the response to the research instrument is stable over time. The reliability test of the variable is carried out using the Alpha Cronbach method, where when the Alpha cronbach value is above 0.7 (Alpha cronbah > 0.7) then the instrument is declared relieved.

Data Analysis Method**Classical Assumption Tests****Normality Test**

The normality test determines whether the data is distributed normally or not. This study used the non-parametric Kolmogorov Smirnov statistic test. It is assumed that each variable has normal distribution. If the Sig. Asymp value (2-tailed) is greater than 0.05, then the data is regularly distributed. The normality test determines if the dependent variable in a regression model with several independent variables has a normal distribution (Sekaran, 2003).

Multicollinearity Test

Multicollinearity test predicts independent variables that are correlated with each other. The multicollinearity test is used to determine if the regression model's independent variables are correlated or not. The Variance Inflation factor (VIF) or Tolerance value (TOI) are used to discover multicollinearity tests. Using this test with a tolerance value < 0.10 or a VIF value > 10 indicates multicollinearity among independent variables (Sujarweni, 2015).

Heteroscedasticity Test

To assess the inequality variance between one observation residual and another observation residual, utilize the heteroscedasticity test. Utilizing a scatterplot pattern with a residual value of SRESID and a prediction value of ZPRED plot. If the scatterplot shows no discernible pattern, the regression is free of heteroscedasticity (Sujarweni, 2015).

Multiple Regression Analysis Method

Sugiyono (2022) explains that regression analysis is used by researchers to predict how the condition (up and down) of the dependent variable (criterion), when using one or more independent variables as predictors, modifies it, or lowers it. The formula:

$$Y = a + b_1X_1 + b_2X_2$$

Y = Purchase Decision

X₁ = Visual Merchandising

X₂ = Affiliate Marketing

a = Intersept

b₁ = Estimator for β i (regression coefficient for the dependent variable 1).

Hypothesis Test**T-Test and F-Test**

The test to be performed is a parameter test or correlation test using a t-statistical test. This will then prove whether there is an influence between each independent variable (X) and the dependent variable. (Y). According to Sugiyono (2022), if the value t counts $> t$ table, then H_0 rejected and H_a is accepted.

The intention of F-test is to find out whether the independent factors affect the dependent variable at the same time (Anderson, 2011). The following hypothesis acceptance criteria are used for this test: H_0 accepted and H_1 is rejected if the $F_{count} < F_{table}$ at $\alpha \leq 0,5$ and H_0 rejected and H_1 is accepted if the $F_{count} > F_{table}$ at $\alpha \leq 0,5$.

RESULT AND DISCUSSION**Result****Validity and Reliability Test****Table 2. Validity Test Result**

Variable	Indicators	Pearson Cor	Sig. Value	Status
Online Visual Merchandising (X1)	X1.1	0,899	0	Valid
	X1.2	0,898	0	Valid
	X1.3	0,928	0	Valid
	X1.4	0,879	0	Valid
	X1.5	0,680	0	Valid
Affiliate Marketing (X2)	X2.1	0,811	0	Valid
	X2.2	0,804	0	Valid
	X2.3	0,867	0	Valid
	X2.4	0,898	0	Valid
	X2.5	0,865	0	Valid
Purchase Decision (Y)	Y1	0,885	0	Valid
	Y2	0,864	0	Valid
	Y3	0,877	0	Valid
	Y4	0,897	0	Valid

Source: Data Processed in SPSS 29

Based on table 2, it shows that all indicator statement items from the Online Visual Merchandising (X1), Affiliate Marketing (X2), and Purchase Decision (Y) variables have a Pearson Correlation value greater than r table (0.195). Thus, the entire item statement of the research variable is valid.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Status
Online Visual Merchandising (X1)	0,910	Reliable
Affiliate Marketing (X2)	0,899	Reliable
Purchase Decision (Y)	0,890	Reliable

Source: Data Processed in SPSS 29

The table 3 shows that for each variable such as Online Visual Marketing, Affiliate Marketing, and Purchase Decision, the Cronbach's alpha value is more than 0.60. So, it can be concluded that all statements from this research instrument are reliable, so that the instrument has consistency when measurements are carried out with this instrument repeatedly and this instrument can be used for collection and research.

Classical Assumption Tests**Normality Test****Table 4. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.83064139	
Most Extreme Differences	Absolute	.233	
	Positive	.225	
	Negative	-.233	
Test Statistic		.233	
Asymp. Sig. (2-tailed) ^c		.100	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.100	
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed in SPSS 29

Based on the table 4, it can be seen that the significant value of the test is .100 it means the value of Asymp.Sig. (2-tailed) more than 0.05. This shows that the data is normally distributed and can be used in this research.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Result

Model		Coefficients ^a		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error		
1	(Constant)	2.235	.525	4.259	<.001
	Online Visual Merchandising (X1)	.014	.043	.320	.750
	Affiliate Marketing (X2)	.092	.047	1.948	.054

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed in SPSS 29

Based on the table 5, it can be seen that the results of the test have significant values more than 0.05 which are clarified as heteroscedasticity free. Which also means that there is no inequality of variance from the residuals of one observation to another observation in regression model.

Multicollinearity Test

Table 6. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
		1	(Constant)
	Online Visual Merchandising (X1)	.243	4.113
	Affiliate Marketing (X2)	.243	4.113

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed in SPSS 29

Table 6 provides information: The Online Visual Merchandising (X1) has a tolerance level of 0.243 and a VIF value of 4.113. This shows that the tolerance value of Online Visual Merchandising variable is > 0.100 and the VIF value is < 10.00, so that there is no multicollinearity. The Affiliate Marketing (X2) variable has a tolerance number of 0.243 and a VIF value of 4.113. This shows that the tolerance value of Online Visual Merchandising variable is > 0.100 and the VIF value is < 10.00, so that there is no multicollinearity.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Model		Coefficients ^a		Beta
		Unstandardized Coefficients	Standardized Coefficients	
		B	Std. Error	
1	(Constant)	.126	.684	
	Online Visual Merchandising (X1)	.075	.056	.097
	Affiliate Marketing (X2)	.726	.062	.851

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed in SPSS 29

From table 7, a multiple regression equation can be drawn up as follows:

$$PD = 0.126 + 0.075X1 + 0.726X2$$

The interpretation:

The multiple linear regression analysis indicates that both online visual merchandising and affiliate marketing influence purchase decision, with affiliate marketing having a much stronger effect. The unstandardized coefficient for affiliate marketing (0.726) shows that for each unit increase in affiliate marketing, purchase decision increases by 0.726 units, while online visual merchandising's effect is smaller at 0.075. The standardized coefficients further confirm that as affiliate marketing's beta (0.851) is significantly larger than online visual merchandising's (0.097), highlighting affiliate marketing as the dominant predictor of purchase decision in the model.

Correlation Coefficient (R) and Correlation Determination (R²)

Table 8. Result of Testing Correlation

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.876	.873	.839

a. Predictors: (Constant), Online Visual Merchandising (X1), Affiliate Marketing (X2)

b. Dependent Variable: Purchase Decision (Y)

Source: Data Processed in SPSS 29

Based on the model summary in table 8, it is known that the magnitude of the relationship between the independent variable and the dependent variable calculated by the correlation coefficient is 0.936, so based on the value interval table shows a strong correlation between the independent variable and the dependent variable. The coefficient of determination (R²) of 0.876 shows that 87,6% of the variability in the Purchase Decision can be explained by the variation in the two independent variables (Online Visual Merchandising, Affiliate Marketing). In other words, this model is pretty good at explaining the impact of these factors on purchase decisions.

Hypothesis Tests

T-Test and F-Test

Table 9. T-Test Result

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	.126	.684		.184	.854
1 Online Visual Merchandising (X1)	.075	.056	.097	1.333	.186
Affiliate Marketing (X2)	.726	.062	.851	11.734	<.001

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed in SPSS 29

Based on the t-test results in table 9:

- The t-value for Online Visual Merchandise is 1.333, with a significance level (p-value) of 0.186. Since this p-value is above the typical threshold of 0.05, Online Visual Merchandise is not a statistically significant predictor of Purchase Decision in this model. This suggests that changes in Online Visual Merchandise do not have a strong impact on Purchase Decision.
- The t-value for Affiliate Marketing is 11.734 with a significance level of less than 0.001. This very low p-value (below 0.05) indicates that Affiliate Marketing is a statistically significant predictor of Purchase Decision. In other words, there is strong evidence that Affiliate Marketing has a meaningful influence on Purchase Decision.

Table 10. F-Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	482.733	2	241.367	342.757	<.001 ^b
	Residual	68.307	97	.704		
	Total	551.040	99			

a. Dependent Variable: PD

b. Predictors: (Constant), AM, OVM

Source: Data Processed in SPSS 29

The F-test in the ANOVA table 10 assesses the overall significance of the regression model, testing whether the independent variables (Affiliate Marketing and Online Visual Merchandising) together significantly predict the dependent variable (Purchase Decision). With an F-value of 342.757 and a p-value of less than 0.001, the test result is highly significant, indicating that the model provides a meaningful prediction of Purchase Decision. This suggests that Affiliate Marketing and Online Visual Merchandising, when combined, contribute significantly to explaining the variance in Purchase Decision.

Discussion

The Impact of Online Visual Merchandising for Clothing Product on Shopee Customer Purchase Decision

The multiple regression analysis demonstrated that Online Visual Merchandising does not positively influence purchase decisions. Comparison of this research with the study by Zhang et al. (2019) provides a deeper understanding of how visual merchandising strategies influence purchase decisions. This research examines the effects of Online Visual Merchandising on Shopee's platform, focusing on how these strategies work together to impact customer buying behavior. In contrast, Zhang et al. concentrate solely on Online Visual Merchandising in the broader online apparel shopping context, exploring how interactive features like augmented reality (AR) and virtual try-ons enhance customer engagement and purchase decision-making. A key distinction is that this study assesses Online Visual Merchandising in its standard form on Shopee, finding that while it supports customer interest, Affiliate Marketing is the stronger driver of purchase decisions. On the other hand, Zhang et al. highlight that interactive Online Visual Merchandising features, such as AR, significantly boost customer confidence and engagement by helping them visualize the fit and style of clothing, which can address common online shopping hesitations and increase purchase likelihood. This research provides valuable platform-specific insights, demonstrating that Affiliate Marketing currently plays a more dominant role on Shopee, with recommendations to further prioritize affiliate partnerships. Zhang et al. findings, however, suggest that Online Visual Merchandising alone especially when enriched with interactive components can have a powerful effect on customer purchase decisions in online apparel shopping by reducing uncertainty and enhancing product appeal.

Impact of Affiliate Marketing for Clothing Product on Shopee Customer Purchase Decision

The findings from this research underscore the significant role that Affiliate Marketing plays in influencing customer purchase decisions for clothing products on Shopee, and the results offer insights into how this marketing strategy could be leveraged to enhance sales performance. In practical terms, this signifies that Affiliate Marketing efforts such as partnerships with influencers, promotional campaigns, and personalized recommendations are highly effective at moving potential customers from consideration to action. This research highlights Affiliate Marketing as a critical factor for driving clothing purchases on Shopee and points to its potential as a powerful strategy for boosting online sales and customer engagement. Comparison between this research with the study by Yang, Li, and Xue (2019) reveals both complementary insights and unique contributions to understanding affiliate marketing's effectiveness. This research focuses specifically on how affiliate marketing influences the purchase decisions of Shopee customers in the clothing category, offering a detailed view of one product type within a single, popular e-commerce platform. In contrast, Yang et al. (2019) analyze affiliate marketing across various product categories such as fashion, beauty, and household items revealing broader patterns on how different product types respond to affiliate strategies on digital platforms. While this research offers insights into Shopee's unique ecosystem, Yang et al. (2019) present generalizable findings across platforms, suggesting that personalized, visually appealing products are particularly well-suited to affiliate marketing strategies. Moreover, Yang et al. (2019) emphasize that digital innovations, like AI-driven personalization, could enhance affiliate marketing's effectiveness for fashion and beauty products. This aligns the researcher's findings on the clothing category and suggests potential directions for future studies on Shopee's affiliate system. This study provides actionable strategies for Shopee, such as strengthening affiliate partnerships for clothing products to increase conversions, while Yang et al. (2019) give a broader recommendation for using personalization to maximize affiliate impact.

Impact of Online Visual Merchandising and Affiliate Marketing for Clothing Product on Shopee Customer Purchase Decision

The multiple linear regression results provide a clear picture: both Online Visual Merchandising and Affiliate Marketing positively impact customer purchase decisions, but the strength of these effects differs notably. Affiliate Marketing shows a substantial positive influence. This suggests that affiliate-driven campaigns, potentially involving influencers or referral-based promotions, significantly attract customers' interest and drive purchases. In contrast, Online Visual Merchandising while positively correlated with purchase decisions has a minimal and statistically

insignificant effect pointing to a relatively weak role in directly influencing buying behavior. The F-test confirms the importance of both variables when considered together, highlighting that, as a model, Online Visual Merchandising and Affiliate Marketing meaningfully contribute to explaining purchase decisions. In essence, the findings suggest that while attractive visual merchandising may aid in grabbing initial customer interest, it is Affiliate Marketing that plays a critical role in converting that interest into actual purchases. Meanwhile, Online Visual Merchandising can serve as a complementary strategy that enhances the overall shopping experience but may not independently drive purchase decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Affiliate Marketing (AM) has a significant and strong impact on Shopee customer purchase decisions for clothing products
2. Online Visual Merchandising (OVM), though positively related, does not show a statistically significant effect.
3. The multiple linear regression analysis reveals that Affiliate Marketing plays a dominant role in influencing customer purchase behavior, evidenced by its high coefficient, whereas Online Visual Merchandising's effect is minimal.

Recommendation

1. Shopee can implement several strategies to enhance customer purchase decisions for clothing products. First, strengthening affiliate marketing partnerships should be a priority, as Affiliate Marketing (AM) has shown a significant influence on purchase behavior.
2. Online Visual Merchandising (OVM) showed a lesser impact on purchase decisions yet Shopee can still enhance its role by introducing interactive features. Virtual try-ons, 360-degree product views, or live streaming events where influencers showcase products could make the shopping experience more immersive and informative, helping to increase customer engagement.
3. Future researchers may expand the sample size or targeting a more diverse demographic could provide a broader understanding of different customer segments and their responses to Online Visual Merchandising (OVM) and Affiliate Marketing (AM) including respondents from various age groups, income levels, or geographical regions would enrich the insights and make the findings more generalizable. Additionally, future studies could incorporate qualitative methods, such as interviews or focus groups, to gain deeper insights into customer perceptions and motivations.

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