

The Influence of Affiliate Creator Activities, Affiliate Conversion Rates, and the Number of Active Creators on the Sales Performance of the Pilotter Brand

Mochammad Bahaauddin Al Majidi¹, Istian Kriya Almanfaluti^{2✉}

^{1,2}Universitas Muhammadiyah Sidoarjo

istian.alman@umsida.ac.id

Abstract

This study aims to analyze the influence of affiliate creator activity, affiliate conversion rate, and the number of active creators on the sales performance of the Pilotter Brand on TikTok Shop. This study uses a quantitative approach with an explanatory research method. The data used are daily secondary data obtained from the TikTok Shop dashboard of the Pilotter Brand for the period from August 23, 2025, to February 28, 2026. Data analysis was conducted using multiple linear regression, supported by classical assumption tests, t-test, and F-test. The results show that affiliate creator activity has a positive and significant effect on sales performance. The affiliate conversion rate also has a positive and significant effect on sales performance. Meanwhile, the number of active creators does not have a significant effect on sales performance. Simultaneously, affiliate creator activity, affiliate conversion rate, and the number of active creators have a significant effect on the sales performance of the Pilotter Brand. These findings indicate that improving sales performance is not solely determined by the number of creators, but is more strongly influenced by productive creator activity and the ability to convert creator activities into transactions.

Keywords: Affiliate Creator Activity, Affiliate Conversion Rate, Number of Active Creators, Sales Performance, TikTok Shop, Pilotter Brand.

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1. Introduction

The development of social commerce in Indonesia has shown significant growth over the past five years. The integration of social media with transaction features has transformed consumer shopping behavior, shifting from primarily searching for products on marketplaces to being increasingly influenced by content-based recommendations. TikTok Shop has played an important role in this transformation through the implementation of an affiliate system that positions creators as intermediaries between brands and consumers. Through this scheme, creator activity, affiliate conversion rates, and the number of active creators have become important factors in determining a brand's sales performance [1].

Empirically, various e-commerce industry reports in Southeast Asia indicate that the contribution of social commerce to Indonesia's total digital transaction value continues to increase. TikTok Shop has recorded significant growth in transaction value, particularly driven by short-form video content and live shopping features [2]. Therefore, affiliate systems play an important role by enabling brands to reach consumers without relying entirely on paid advertising. For local brands such as Pilotter, this mechanism can serve as a primary channel for increasing sales volume while optimizing marketing costs.

In practice, the success of an affiliate program is determined not only by the presence of creators but

also by the intensity and quality of their activities. Creator activity may include the frequency of content uploads, live streaming sessions, communication styles, and the alignment of content with product characteristics. High creator activity does not necessarily correspond to increased sales if it is not accompanied by an adequate conversion rate. Conversely, creators with high conversion rates but limited numbers may also constrain the potential for sales growth. This condition indicates a complex relationship among the variables that requires quantitative examination [3].

The main problem frequently faced by brands is the uncertainty regarding the effectiveness of affiliate programs in consistently increasing sales. Many brands experience fluctuations in sales performance even though the number of participating creators continues to increase. In addition, large volumes of transaction data are often not utilized optimally to support strategic decision-making [4]. Without adequate data-driven analysis, brands may allocate resources to affiliate activities that are less effective.

Previous studies have shown that affiliate marketing is an effective marketing strategy for increasing sales, expanding consumer reach, and strengthening brand awareness. The success of affiliate programs is influenced by several important factors, including affiliate quality (people), platform utilization, pricing, and promotional performance [5]. Furthermore, affiliate marketing has been shown to have a positive

effect on consumer purchasing decisions because it can increase customer trust and encourage higher sales conversion rates. Previous research also emphasizes that active and creative affiliates can help companies reach new customers with more efficient marketing costs. Therefore, monitoring and evaluating affiliate performance on a regular basis is necessary to ensure the effectiveness of affiliate program [6]. The implementation of affiliate marketing as part of a digital marketing strategy also makes a significant contribution to improving a company's marketing performance.

Through affiliate involvement, companies can expand their promotional reach to broader and more potential audiences, particularly through social media platforms. Affiliates with strong communication skills can serve as effective intermediaries in conveying the value and advantages of products, thereby increasing brand awareness while accelerating consumer adoption of innovative products. In addition, the use of features such as promotional codes and affiliate links enables companies to measure performance in a more structured manner, including conversion rates, sales, and return on investment (ROI) [7]. Thus, affiliate marketing functions not only as a promotional tool but also as a strategic instrument for improving the effectiveness of digital-based marketing.

Several previous studies have shown that influencer marketing and affiliate marketing have positive effects on purchase intention, purchasing decisions, and sales growth on social media and digital platforms. Factors such as creator activity, content quality, audience trust, social interaction, and conversion rates have been identified as important elements in the success of digital marketing. In addition to increasing brand awareness and consumer trust, affiliate strategies are considered effective because they can expand market reach with relatively efficient marketing costs [8]. However, most of these studies still employ survey methods that focus on consumer perceptions and rarely utilize direct transaction data. Furthermore, the variables of affiliate creator activity, affiliate conversion rate, and the number of active creators are generally analyzed separately. Consequently, relatively few studies have examined these three variables simultaneously in relation to a brand's sales performance.

The limitations of previous studies generally concern the data sources and platforms examined. Many studies focus on platforms such as Instagram or conventional marketplaces rather than video-based social commerce platforms such as TikTok Shop. In addition, the use of consumer perception data makes the measurement of sales performance less objective. Research specifically examining local brands with particular market characteristics also remains relatively limited. This study addresses these limitations by using TikTok Shop transaction data as the basis for analysis. A quantitative approach is employed to measure the relationships between affiliate creator activity, affiliate conversion rate, and the number of active creators and the sales

performance of the Pilotter Brand. The use of actual transaction data is expected to provide a more accurate representation than studies that rely solely on perception-based data.

This study is expected to contribute to the development of research on social commerce and affiliate marketing, particularly research utilizing direct transaction data. In addition, the findings are expected to provide practical benefits for brands in developing more effective and measurable affiliate strategies. The results may serve as a consideration for decision-makers in optimizing the role of affiliate creators amid increasing competition on TikTok Shop and the growing importance of affiliate systems in digital marketing strategies. Without a data-driven understanding, brands may face difficulties in maintaining their competitiveness. Therefore, research examining the influence of affiliate creator activity, affiliate conversion rate, and the number of active creators on sales performance is important to conduct..

2. Research Method

This study employs a quantitative explanatory approach based on secondary data to examine the causal relationships between affiliate creator activity, affiliate conversion rate, the number of active creators, and the sales performance of the Pilotter Brand on the TikTok Shop platform. The explanatory approach was selected because this study focuses on hypothesis testing to explain causal relationships among variables based on numerical data [9] obtained from digital transaction activities. The research was conducted through several systematic stages, beginning with the identification of problems related to fluctuations in sales performance within the affiliate program, followed by the formulation of research objectives, development of the theoretical framework, and data collection. The data used in this study are secondary data obtained from the TikTok Shop dashboard and internal reports of the Pilotter Brand for the period from 2025 until the time of the study, with the data recorded on a daily basis.

The data structure used in this study consists of daily time-series observations that reflect affiliate activities and sales performance over a specific period. The collected data include affiliate creator activity (X1), affiliate conversion rate (X2), number of active creators (X3), and sales performance (Y). All variables were measured using actual platform data, including the number of content pieces produced, sales conversion performance, the number of creators actively contributing, and the total sales value or volume generated. However, to meet the requirements of multiple linear regression analysis and classical assumption testing, this study uses daily observation data. Daily data were selected because the available monthly data did not cover a complete observation period or a full year, resulting in an insufficient number of observations to produce a stable and representative regression model. Based on the recommended sample size guideline for multiple linear regression, the minimum sample size is $n \geq 50 + 8m$ [10], where m

represents the number of independent variables. Since this study uses three independent variables, the recommended minimum number of observations is 74.

Therefore, this study uses daily affiliate activity data collected from August 23, 2025, to February 28, 2026. The use of daily data is considered more effective because it provides a greater number of observations than monthly data. In addition to increasing the number of observations, daily data are considered better able to capture the dynamics of affiliate activities and rapid changes in sales performance occurring on the TikTok Shop platform. With a larger number of observations, statistical tests, including normality, heteroscedasticity, autocorrelation, and multiple linear regression analysis, are expected to produce more accurate and stable results while satisfying the statistical assumptions required in quantitative research.

After the data collection process, the data were processed beginning with classical assumption tests to assess the suitability of the regression model. The classical assumption tests consisted of a normality test to examine the distribution of residuals, a multicollinearity test to ensure that there was no high correlation among the independent variables, a heteroscedasticity test to examine the equality of residual variances, and an autocorrelation test to detect correlations among residuals in the time-series data [11].

The collected data were organized into a daily dataset and converted into a processing format using the Python programming language through the Google Colab platform. The use of Google Colab supports a more systematic, flexible, and well-documented data processing workflow, beginning with data cleaning and transformation, followed by statistical testing and visualization of the analytical results. Python was selected because it provides various data analysis libraries, including pandas, NumPy, SciPy, statsmodels, and scikit-learn, which support regression analysis, classical assumption testing, and more comprehensive interpretation of research findings. Normality Test on $D = \sup_x |F_o(x) - F_t(x)|$ Description D = Kolmogorov-Smirnov statistical value, $F_o(x)$ = empirical cumulative distribution, $F_t(x)$ = theoretical normal cumulative distribution.

The normality test is used to determine whether the residuals in the regression model are normally distributed [12], which is one of the important assumptions in multiple linear regression analysis. The test was conducted using the Kolmogorov-Smirnov method by comparing the empirical cumulative distribution with the theoretical normal distribution. In this study, the normality test was performed on the residuals of the model examining the relationship between affiliate creator activity, affiliate conversion rate, the number of active creators, and the sales performance of the Pilotter Brand. If the residuals are normally distributed, indicated by a significance value greater than 0.05, the regression model is considered suitable for further analysis because there is no

significant deviation from the expected residual distribution [13]. Multicollinearity Test on $VIF = \frac{1}{1-R^2}$ R^2 = coefficient of determination obtained from the regression among independent variables.

The multicollinearity test aims to determine whether a high correlation exists among the independent variables in the regression model. This test is conducted by examining the Variance Inflation Factor (VIF) and Tolerance values, where VIF is calculated based on the coefficient of determination obtained from the regression among the independent variables [14]. In this study, the multicollinearity test is important to ensure that affiliate creator activity, affiliate conversion rate, and the number of active creators are not excessively correlated with one another, allowing each variable to provide a distinct contribution to sales performance. If the VIF value is less than 10 and the Tolerance value is greater than 0.10, the model is considered free from multicollinearity and suitable for regression analysis [15]. Heteroscedasticity Test $|e| = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$. e = absolute residual value. $X_1 + X_2 + X_3$ = independent variables.

The heteroscedasticity test is used to determine whether unequal residual variances occur in the regression model [16]. The test was conducted using the Glejser method by regressing the absolute residual values against the independent variables. In this study, the heteroscedasticity test aims to ensure that the error variance in the model examining the relationship between affiliate creator activity, affiliate conversion rate, the number of active creators, and sales performance remains constant. If the significance value of each independent variable is greater than 0.05, it can be concluded that heteroscedasticity does not occur and that the regression model satisfies the homoscedasticity assumption [17]. $DW = \frac{\sum_{t=2}^n (e_t - e_{t-1})^2}{\sum_{t=2}^n e_t^2}$. e_t = residual in period t . e_{t-1} = residual in the previous period.

The auto correlation test is used to detect the presence of a relationship between residuals from one period to another, which commonly occurs in time-series data. The test was conducted using the Durbin-Watson statistic [18]. In this study, because the data consist of daily observations of affiliate activity and sales performance of the Pilotter Brand from August 23, 2025, to February 28, 2026, the potential presence of autocorrelation needs to be examined. If the Durbin-Watson value is close to 2, it can be concluded that there is no autocorrelation in the model. Therefore, the regression model can provide more reliable and accurate estimates in explaining the relationships among the variables.

The coefficient of determination (R^2) analysis is used to measure the extent to which the regression model can explain variations in the dependent variable, namely the sales performance of the Pilotter Brand. The coefficient of determination ranges from 0 to 1, where a value closer to 1 indicates that the independent variables, namely affiliate creator activity, affiliate conversion rate, and the number of active creators, are

able to explain a greater proportion of the variation in sales performance. In this study, the R^2 value is used to assess the contribution of these three variables in explaining changes in sales occurring on the TikTok Shop platform. A higher R^2 value indicates that the model provides a better representation of the actual sales conditions based on transaction data. $R^2 = \frac{SSR}{SST}$. Description R^2 = coefficient of determination. SSR = regression sum of squares (explained sum of squares). SST = total sum of squares.

Subsequently, statistical analysis was conducted using multiple linear regression to determine the influence of the independent variables on the dependent variable. This analysis aims to measure the direction and magnitude of the effects of affiliate creator activity (X_1), affiliate conversion rate (X_2), and the number of active creators (X_3) on sales performance (Y), both partially and simultaneously. The regression model in this study is formulated as follows $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$. Description Y = sales performance; X_1 = affiliate creator activity; X_2 = affiliate conversion rate; X_3 = number of active creators; α = constant; β = regression coefficient; e = error item.

The partial test (t-test) is used to determine the individual effect of each independent variable on the dependent variable [19]. In this study, the t-test is used to examine whether affiliate creator activity, affiliate conversion rate, and the number of active creators individually have a significant effect on the sales performance of the Pilotter Brand. The test is conducted by comparing the significance value (Sig.) with the significance level of 0.05. If the significance value is less than 0.05, the independent variable is considered to have a significant effect on sales performance. Conversely, if the significance value is greater than 0.05, the variable is considered not to have a significant effect [20]. This test is important for identifying which variables have the most substantial influence on sales performance.

The simultaneous test (F-test) is used to determine whether all independent variables jointly have a significant effect on the dependent variable [21]. In this study, the F-test is used to examine the simultaneous effect of affiliate creator activity, affiliate conversion rate, and the number of active creators on the sales performance of the Pilotter Brand. The test is conducted by comparing the significance value with the significance level of 0.05. If the significance value is less than 0.05, it can be concluded that all independent variables jointly have a significant effect on sales performance. Conversely, if the significance value is greater than 0.05, the independent variables do not have a significant simultaneous effect. This test indicates the overall explanatory strength of the model in describing the relationship between affiliate-related variables and sales performance [22].

3. Result and Discussion

The discussion in this study is intended to explain the results of the analysis regarding the influence of

Affiliate Creator Activity, Affiliate Conversion Rate, and Number of Active Creators on the Sales Performance of the Pilotter Brand on TikTok Shop. The discussion is based on the results of data processing conducted through several statistical tests, allowing the relationships and effects of each variable in the study to be identified. The test results are then compared with the formulated hypotheses to determine whether there are significant effects, either partially or simultaneously, on the Sales Performance of the Pilotter Brand. Next normality test on Table 1.

Table 1. Normality Test

Indicator	Indicator	Indicator	Indicator
Unstandardized Residual	0.074	0.2	Normally Distributed (Sig. > 0.05)

Based on the results of the normality test, the Kolmogorov-Smirnov statistical value of the Unstandardized Residual is 0.074, with an Asymp. Sig. (2-tailed) value of 0.200. Since the significance value of 0.200 is greater than 0.05, it can be concluded that the residuals in the research model are normally distributed. Therefore, the normality assumption has been fulfilled, and the data can proceed to the next stages of analysis, namely the multicollinearity test, heteroscedasticity test, and multiple linear regression analysis. Next Multicollinearity Test on Table 2.

Table 2. Multicollinearity Test

Model	Tolerance	VIF
X1 (Affiliate Creator Activity)	0.675	1.481
X2 (Affiliate Conversion Rate)	0.773	1.293
X3 (Number of Active Creators)	0.801	1.248

Based on the results of the multicollinearity test, the Tolerance value for Affiliate Creator Activity (X_1) is 0.675, Affiliate Conversion Rate (X_2) is 0.773, and Number of Active Creators (X_3) is 0.801. All of these Tolerance values are greater than 0.10. Meanwhile, the VIF value for Affiliate Creator Activity (X_1) is 1.481, Affiliate Conversion Rate (X_2) is 1.293, and Number of Active Creators (X_3) is 1.248, all of which are below 10. Therefore, it can be concluded that all independent variables in this study are free from multicollinearity problems. This means that there is no excessively high relationship or correlation among Affiliate Creator Activity, Affiliate Conversion Rate, and Number of Active Creators, so each variable can be used to explain its influence on the Sales Performance of the Pilotter Brand. Next Scatter Plot of the Heteroscedasticity Test on Figure 1.

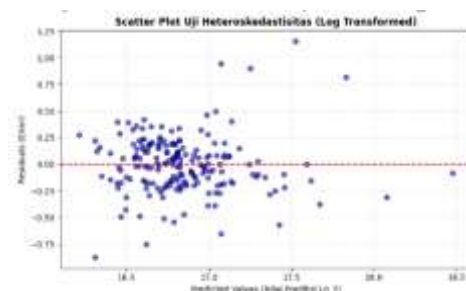


Figure 1. Scatter Plot of the Heteroscedasticity Test

Based on the Scatter Plot of the Heteroscedasticity Test, the residual points are distributed around the zero (0) line on the Y-axis. The residuals are distributed both above and below the zero line and do not show any specific systematic pattern. The residual points also do not form narrowing, widening, wave-like, or other patterns that indicate changes in residual variance at certain levels of predicted values. The relatively random distribution of the points indicates that the magnitude of the residuals is not influenced by the predicted values in a particular pattern. In other words, the residual variance in the regression model tends to remain constant or relatively stable across different levels of predicted values. This condition indicates that the model does not experience systematic changes in residual variance. Based on observations of the scatter plot, it can be concluded that there is no indication of heteroscedasticity in the regression model used.

Multiple Linear Regression is used to determine and measure the magnitude of the influence of independent variables on the dependent variable. In this study, multiple linear regression analysis is used to determine the extent to which Affiliate Creator Activity (X1), Affiliate Conversion Rate (X2), and Number of Active Creators (X3) influence the dependent variable (Y). This analysis provides an overview of the direction of the relationship and the magnitude of changes in the dependent variable influenced by each independent variable in the research model. $Y = 6,671 + 0,913X_1 + 1,076X_2 + 0,010X_3 + e$. Y = Dependent variable, a = Constant of 6.671, B₁, B₂, B₃ = Linear regression coefficients of each independent variable, X₁ = Affiliate Creator Activity, X₂ = Affiliate Conversion Rate, X₃ = Number of Active Creators, e = Standard error. Next Multiple Linear Regression on Table 3.

Table 3. Multiple Linear Regression

Model / Variabel	Koefisien (B)	Std. Error	t-value	Sig. t
(Constant)	6.671	0.657	0.933	0,000
X1 (Affiliate Creator Activity)	0.913	0.066	6.147	0,000
X2 (Affiliate Conversion Rate)	1.076	0.089	1.602	0,000
X3 (Number of Active Creators)	0.010	0.056	4.099	0,853

Based on the results of the multiple linear regression analysis, the following results were obtained Affiliate Creator Activity (X1). Affiliate Creator Activity obtained a regression coefficient of 0.913, with a t-value of 13.925 and a significance value of 0.000. Since the significance value is less than 0.05, it can be concluded that Affiliate Creator Activity has a positive and significant effect on the dependent variable. Affiliate Conversion Rate (X2). Affiliate Conversion Rate obtained a regression coefficient of 1.076, with a t-value of 12.026 and a significance value of 0.000. Since the significance value is less than 0.05, it can be concluded that Affiliate Conversion Rate has a positive and significant effect on the dependent variable.

Number of Active Creators (X3). The Number of Active Creators has a regression coefficient of 0.010, with a t-value of 0.185 and a significance value of 0.853. Since the significance value is greater than 0.05, it can be concluded that the Number of Active Creators does not have a significant effect on the dependent variable.

The test was conducted to determine the partial effect of each independent variable on the dependent variable. The decision-making process was carried out by comparing the significance value with the significance level of 0.05. If the significance value is < 0.05, the independent variable is considered to have a significant effect on the dependent variable. Conversely, if the significance value is > 0.05, the independent variable is considered not to have a significant effect on the dependent variable. The test results show that Affiliate Creator Activity (X1) has a t-value of 13.925 with a significance value of 0.000. Since the significance value of 0.000 < 0.05, Affiliate Creator Activity partially has a significant effect on the dependent variable. The positive regression coefficient of 0.913 indicates that the effect has a positive direction. This means that the higher the Affiliate Creator Activity, the higher the value of the dependent variable. This result indicates that an increase in creator activity in carrying out affiliate activities can contribute to an increase in the dependent variable.

Furthermore, Affiliate Conversion Rate (X2) obtained a t-value of 12.026 with a significance value of 0.000. The significance value is less than 0.05, indicating that Affiliate Conversion Rate partially has a significant effect on the dependent variable. The regression coefficient of 1.076 indicates a positive direction of influence. Therefore, the higher the Affiliate Conversion Rate, the higher the value of the dependent variable. This result indicates that the ability of affiliate activities to generate conversions makes an important contribution to changes in the dependent variable.

Meanwhile, the Number of Active Creators (X3) obtained a t-value of 0.185 with a significance value of 0.853. Since the significance value of 0.853 > 0.05, the Number of Active Creators partially does not have a significant effect on the dependent variable. Although the regression coefficient of 0.010 indicates a positive direction, the effect is very small and not statistically strong enough to demonstrate a significant influence. Therefore, an increase in the number of active creators does not necessarily directly increase the value of the dependent variable.

The calculated F-value is 85.958 with a significance value of 0.000. The test was conducted at a significance level of 5% or 0.05. Since the significance value of 0.000 is less than 0.05, it can be concluded that Affiliate Creator Activity (X1), Affiliate Conversion Rate (X2), and Number of Active Creators (X3) simultaneously have a significant effect on the dependent variable (Y). The Regression Sum of Squares value of 18.814 indicates the amount of variation in the dependent variable that can be

explained by the three independent variables in the research model. Meanwhile, the Residual Sum of Squares value of 13.570 indicates the variation in the dependent variable that cannot be explained by the independent variables included in the model and may be influenced by other factors outside the scope of the study. The Total Sum of Squares value of 32.384 represents the overall variation in the dependent variable.

4. Conclusion

Based on the results of the analysis regarding the influence of Affiliate Creator Activity, Affiliate Conversion Rate, and Number of Active Creators on the Sales Performance of the Pilotter Brand on TikTok Shop, it can be concluded that Affiliate Creator Activity has a positive and significant effect on Sales Performance. This result indicates that increasing creator activity in promoting products through the affiliate program can improve the sales performance of the Pilotter Brand. Affiliate Conversion Rate also has a positive and significant effect on Sales Performance. This result indicates that the ability of affiliate activities to convert consumer interactions or visits into transactions makes an important contribution to improving sales performance. This variable has a regression coefficient of 1.076, which is higher than the regression coefficient of Affiliate Creator Activity of 0.913. In contrast, the Number of Active Creators does not have a significant effect on Sales Performance. Although it has a positive relationship with a regression coefficient of 0.010, the effect is not statistically strong enough, as indicated by the significance value of 0.853. This means that simply increasing the number of active creators does not necessarily result in improved sales performance if it is not accompanied by effective activities and conversion capabilities. Simultaneously, Affiliate Creator Activity, Affiliate Conversion Rate, and Number of Active Creators have a significant effect on Sales Performance. The F-test results show a calculated F-value of 85.958 with a significance value of 0.000, indicating that the three variables jointly have a significant effect on the Sales Performance of the Pilotter Brand. Therefore, the findings of this study indicate that improving the sales performance of the Pilotter Brand on TikTok Shop is more closely related to the quality of creator activities and their ability to generate conversions than merely increasing the number of active creators. Accordingly, the optimization of the affiliate program should be directed toward increasing productive creator activities and implementing strategies capable of generating sales conversions.

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