

The Influence of Live Streaming and Affiliate Marketing on Impulsive Buying among Shopee E-Commerce Consumers in Medan with Consumer Trust as Intervening Variable

Tasya Amanda Harahap^{1*}, Endang Sulistya Rini², Yeni Absah³

Master of Management Science, Faculty of Economics and Business, University of North Sumatra, Indonesia

Corresponding Author: Tasya Amanda Harahap

tasyaamanda@students.usu.ac.id

ARTICLE INFO

Keywords: Live Streaming, Affiliate Marketing, Consumer Trust, Impulsive Buying

Received : 29, March

Revised : 30, April

Accepted: 23, May

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ABSTRACT

The rapid growth of digital technology and e-commerce has significantly transformed consumer behaviour in online purchasing activities. Platforms such as Shopee employ various marketing strategies, including live streaming and affiliate marketing features. The objective of the research is to find out and analyze the influence of live streaming and affiliate marketing on impulsive buying through consumer trust among Shopee consumers in Medan. This research uses associative methods and quantitative data. The population in this research is Shopee consumers who had made purchases in Shopee platform through live streaming and affiliate marketing, and 135 of them are used as the samples. The sampling technique taken by non-probability sampling and purposive sampling method. The collected data are analyzed by using descriptive statistical analysis and Structural Equation Modeling (SEM). The result of the research shows that live streaming and affiliate marketing directly have a positive and significant influence on consumer trust and impulsive buying on Shopee consumers in Medan. Indirectly, live streaming and affiliate marketing have a positive and significant influence on impulsive buying through consumer trust on Shopee consumers in Medan.

INTRODUCTION

The rapid expansion of information and communication technology in the digital era has transformed the way people conduct economic activities, particularly shopping. The internet is a major factor driving the shift from conventional trading systems to e-commerce. Consumers now prefer online shopping due to its convenience, time efficiency, extensive product access, and more transparent information through user reviews.

In Indonesia, internet and e-commerce users continue to grow significantly. This has encouraged various marketplace platforms, such as Shopee, to continuously innovate to remain competitive. Shopee has succeeded in becoming one of the leading e-commerce platforms with a large market share, supported by an aggressive marketing strategy and interactive features that attract consumers.

Affiliate marketing and live streaming (Shopee Live) are two of Shopee's main tactics. By facilitating real-time, two-way conversation between customers and sellers, live streaming makes purchasing more engaging. This feature increases emotional involvement and a sense of urgency in purchase by enabling customers to view things immediately, ask questions, and receive thorough explanations.

On the other hand, affiliate marketing leverages the role of individuals or influencers to promote products through social media. Recommendations provided by affiliates are often considered more credible than conventional advertising due to their experience-based and personal approach. This makes affiliate marketing an effective strategy for influencing consumer purchasing decisions.

The combination of live streaming and affiliate marketing has been proven to create a powerful marketing stimulus that can trigger impulsive buying, which is spontaneous, unplanned purchasing behavior. Impulse buying is generally driven by emotional and situational factors, along with marketing stimuli such as promotions, direct interactions, and engaging content.

However, in the scenario of online shopping, consumer trust is an important factor. Consumers cannot see or try products directly, so trust in the seller, platform, or affiliate becomes a key determinant in decision-making. This level of trust can be influenced by the honesty of the information, the credibility of the messenger, and previous experience.

Although Shopee is considered to have a reliable transaction system, there are still differences in consumer trust levels in the information provided by sellers and affiliates. This indicates a gap between trust in the platform and trust in product information sources.

Furthermore, previous research has generally focused only on the direct influence of live streaming and affiliate marketing on impulsive buying, without examining the role of consumer trust as an intervening variable in depth. Yet, trust has significant potential to strengthen or weaken the relationship between marketing strategy and purchasing behavior.

Medan was chosen as the research location because it is one of the major cities in Indonesia with a high level of e-commerce usage and rapid growth in

digital activity. Furthermore, the social, economic, and cultural characteristics of Medan's residents allow for differences in consumer behavior compared to other major cities, making it interesting for further research.

Based on this phenomenon, this study is important to conduct a comprehensive analysis of the impact of live streaming and affiliate marketing on impulsive buying, taking into account the function of consumer trust as an intervening variable on Shopee consumers in Medan City.

LITERATURE REVIEW

Stimulus-Organism-Response Theory (SOR)

In the scenario of this theory, stimulus (S) refers to various external elements that can influence individuals, including aspects of the marketing environment, promotional messages, product presentations, and engagement that occurs during transactions. Stimuli serve as primary triggers that can attract attention and influence consumer perceptions of a product. Furthermore, these stimuli can be realized through communication technologies and approaches, such as live broadcasts and affiliate marketing, which are commonly used in e-commerce platforms.

Meanwhile, organism (O) is the individual's internal state, encompassing cognitive aspects such as perception, emotion, attitude, and trust. This stage is the process by which individuals interpret the stimuli they receive. One form of internal state that plays a significant role in consumer behavior is trust, which reflects consumers' belief in the integrity, credibility, and ability of the seller to meet their expectations.

However, the action a person takes as a result of this process is known as a response (R). This reaction can be a purchase decision or a purchase intention in the context of consumer behavior. Impulse buying, which is spontaneous and unplanned buying behavior often driven by emotional impulses, is one type of response that will be examined in this study.

E-commerce

According to Akbar and Alam (2020), e-commerce refers to the process of buying, selling, and promoting products and services through electronic platforms such as television, computers, and the internet. E-commerce also encompasses any business transaction that occurs over an electronic network, particularly the internet, in which anyone with internet access can participate. Furthermore, as noted by Riswandi (2019), e-commerce is a dynamic economic system encompassing business applications and methods that connect companies, customers, and specific groups through online transactions. This system involves the electronic commerce of goods, services, and information.

Impulsive Buying

Impulsive buyers are less likely to consider the consequences of impulse purchases and are less likely to evaluate their purchasing decisions thoroughly than with informed buyers (Jones et al., 2003). They are more receptive to the idea of impulse buying and focus more on the immediate gratification of a product.

Impulse buyers are often drawn to the mysterious allure of a product, which motivates them to purchase it.

Consumer Trust

Furthermore, Liu, Lee, and Lee (2018) stated that consumer trust represents the expectation among buyers that sellers will deliver products or services reliably, honestly, and responsibly as expected. Consequently, a higher level of trust in a seller increases the likelihood of consumers making repeat purchases and remaining loyal to a particular brand or platform. It can be concluded that consumer trust reflects confidence in the honesty and reliability of a provider in consistently fulfilling its commitments, which ultimately lays the foundation for a lasting relationship between consumers and sellers. In the context of SOR theory, consumer trust is recognized as an organism (O), which refers to an internal state formed by the effects of various stimuli. Attractive product visualizations and offers can foster consumer trust, making them more confident in their purchasing choices.

Live Streaming

Live streaming is the practice of transmitting live video online, allowing viewers to watch and interact with the content in real time. Live streaming allows for direct interaction between buyers and sellers because the material is broadcast live without any editing or pre-recording. Live streaming is a successful way to promote products (Sembiring, 2024).

Affiliate Marketing

An affiliate promotes a company's products to their audience under a performance-based marketing model called affiliate marketing. In return, the affiliate is paid a commission or payment based on results generated, such as sales, signups, or other specific activities (Shao et al., 2020). This strategy benefits both the business and the affiliate, as the affiliate earns money from their promotional activities while the company gains more sales or clients.

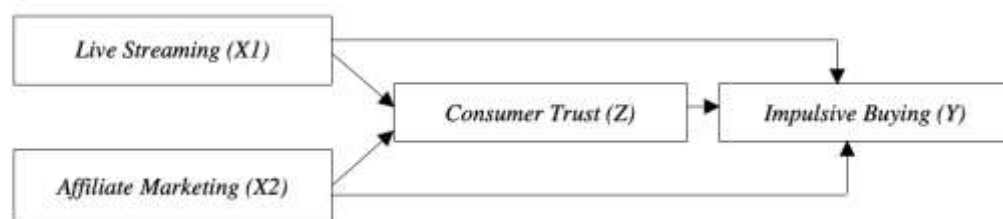


Figure 1. Conceptual Framework

METHODOLOGY

Using consumer trust as an intervening variable, this study methodology employs a quantitative approach with an associative research type to examine the relationship and impact of affiliate marketing and live streaming variables on impulsive buying. The study's population, whose precise size is unknown, consisted of all Shopee consumers in Medan City who have made purchases

using the affiliate marketing and live streaming capabilities. As a result, non-probability sampling with a purposive sample approach- that is, choosing respondents according to specific standards pertinent to the study's goals- was the sampling strategy employed. 135 respondents were used as samples, which was thought to satisfy the requirement of data analysis.

The major data used in this study came from online and in-person questionnaires given to respondents. In order to gauge respondents' opinions on the variables under investigation-live streaming, affiliate marketing, customer trust, and impulsive buying-a Likert scale was used to design the study instrument. To make sure the instruments measured the variables precisely and consistently, the data was validated for validity and reliability before analysis.

Additionally, Structural Equation Modelling (SEM) and descriptive statistical analysis were employed as data analysis methods. The distribution of response to each research variable and the characteristics of respondents were described using descriptive analysis. In the meantime, SEM was employed to examine the function of consumer trust as an intervening variable and to concurrently assess the link between factors, including direct and indirect affects. This study's use of SEM enables more thorough model testing, giving a clearer picture of how live streaming and affiliate marketing affect Medan Shopee consumers' impulsive buying.

RESEARCH RESULTS

SEM-PLS analysis

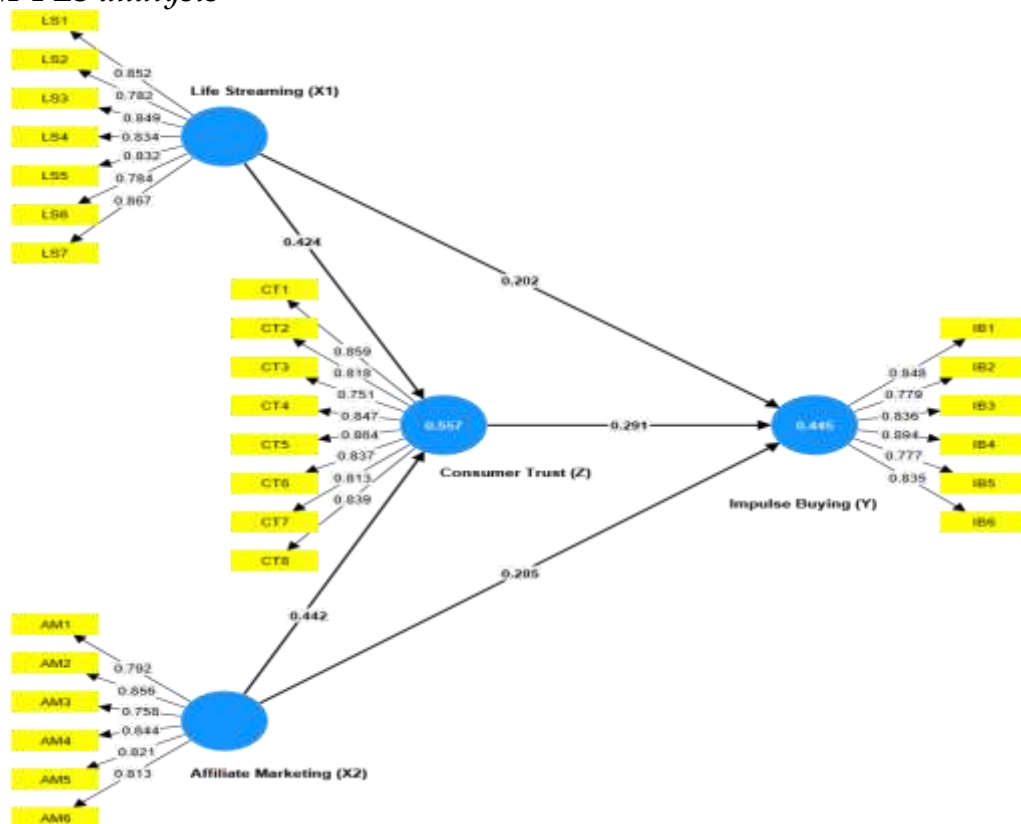


Figure 2. First Order Model

Figure 2 presents the findings from the initial analysis conducted on each variable in the study. The purpose of this analysis was to assess the appropriateness of the indicators in each category, which served as the basis for establishing the research indicators. This step allows for evaluation of whether each indicator truly reflects the dimensions being assessed. In Smart PLS 4.0, validity testing is performed by examining the factor loading values, which must exceed 0.7 (Ghozali and Latan, 2015). Indicators in all categories demonstrated reliability and validity, indicating that the research model is effective in providing accurate predictions regarding the relationships between the variables studied.

Evaluation of Measurement Model (Outer Model)

1. Convergent Validity Test

Table 1. Loading Factors Results

	Live Streaming (X1)	Affiliate Marketing (X2)	Consumer Trust (Z)	Impulsive Buying (Y)
LS1	0,852			
LS2	0,782			
LS3	0,849			
LS4	0,834			
LS5	0,832			
LS6	0,784			
LS7	0,867			
AM1		0,792		
AM2		0,856		
AM3		0,758		
AM4		0,844		
AM5		0,821		
AM6		0,813		
CT1			0,859	
CT2			0,816	
CT3			0,751	
CT4			0,847	
CT5			0,864	
CT6			0,837	
CT7			0,813	
CT8			0,839	
IB1				0,848
IB2				0,779
IB3				0,836
IB4				0,894
IB5				0,777
IB6				0,835

Sumber : Output PLS (2026)

As can be seen from Table 1, each variable indicator in this study has an outer loading greater than 0.6, which indicates that it is at least sufficient to meet the convergent validity criteria.

Table 2. Average Variance Extracted (AVE) Value

	Average variance extracted (AVE)
Live Streaming	0,687
Affiliate Marketing	0,663
Consumer Trust	0,688
Impulsive Buying	0,688

Sumber: Output PLS (2026)

Based on Table 2 above, it is known that the AVE value of the live streaming, affiliate marketing, consumer trust and impulsive buying variables is > 0.5 so this is also considered to meet the validity requirements.

2. Discriminant Validity Test

Table 3. Discriminant Validity Results

	LS	AM	CT	IB
LS	0.829			
AM	0.485	0.814		
CT	0.638	0.648	0.829	
IB	0.526	0.571	0.604	0.829

Source: PLS Output (2026)

Based on Table 3 above, it is known that the AVE root value is greater than the correlation so that the construct is stated to have good discriminant validity.

3. Reliability Test

Table 4. Construct Validity and Reliability Results

	Cronbach's alpha	(rho_a)	Composite reliability	Average variance extracted (AVE)
LS	0.924	0.926	0.939	0.687
AM	0.898	0.901	0.922	0.663
CT	0.935	0.938	0.946	0.688
IB	0.909	0.915	0.929	0.688

Source: PLS Output (2026)

Based on Table 4 above, it is known that the Cronbach's alpha and composite reliability values of all research constructs are > 0.7 so they meet the reliability requirements.

Structural Model Evaluation (Inner Model)

1. R-square

Table 5. R-Square Results

	R-square	R-square adjusted
CT	0.557	0.550
IB	0.445	0.432

Source: PLS Output (2026)

The R² value of consumer trust (CT) is known to be 0.55 based on the R² value in Table 5 above. This number indicates that 55% of consumer trust (Z) can be impacted by the live streaming (X1) and affiliate marketing (X2) variables, with other factors influencing the remaining 45%. It is known that Impulsive Buying (IB) has an R² value of 0.432. According to this number, 43.2% of impulsive buying (Z) can be impacted by the live streaming (X1), affiliate marketing (X2), and customer trust (Z) variables; the remaining 56.8% is influenced by other factors. This result suggests that the study model has modest explanatory power according to the criteria.

2. Path Coefficient Evaluation

Table 6. Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
LS -> CT	0.424	0.419	0.063	6,705	0,000
LS -> IB	0.202	0.198	0.089	2,253	0.024
AM -> CT	0.442	0.442	0.069	6,376	0,000
AM -> IB	0.285	0.281	0.079	3,615	0,000
CT -> IB	0.291	0.296	0.092	3,151	0.002
LS -> CT -> IB	0.123	0.125	0.046	2,659	0.008
AM -> CT -> IB	0.129	0.133	0.053	2,431	0.015

Source: PLS Output (2026)

Based on Table 6 above, it can be seen that all T-statistics > 1.96 (t-table for $p = 0.05$) and the significance value < 0.05 so it can be said that all constructs have a positive and significant influence.

Direct Effect Hypothesis Test Results

Table 7. Path Coefficient Results of Direct Influence

Direct Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis
LS -> CT	0.424	0.419	0.063	6,705	0,000	Accepted
LS -> IB	0.202	0.198	0.089	2,253	0.024	Accepted
AM -> CT	0.442	0.442	0.069	6,376	0,000	Accepted
AM -> IB	0.285	0.281	0.079	3,615	0,000	Accepted
CT -> IB	0.291	0.296	0.092	3,151	0.002	Accepted

Source: PLS Output (2026)

Based on Table 7. above, it can be seen that:

1. *Live streaming* has a direct effect on consumer trust with a coefficient of 0.424 with a T-statistic (6.705) > t table (1.96) and significant (0.000) < 0.05. Thus, live streaming has a positive and significant effect on consumer trust. This means that the more effective the live streaming activities carried out on Shopee, the more significant the level of consumer trust will increase.
2. *Live streaming* has a direct effect on impulsive buying with a coefficient of 0.202 with a T-statistic (2.253) > t table (1.96) and significant (0.024) < 0.05. Thus, live streaming has a positive and significant effect on impulsive buying. This means that the more effective the live streaming activity conducted on Shopee, the greater the likelihood that consumers will make impulsive purchases.
3. *Affiliate marketing* has a direct effect on consumer trust with a coefficient of 0.442 with a T-statistic (6.376) > t table (1.96) and significant (0.000) < 0.05. Thus, affiliate marketing has a positive and significant effect on consumer

trust. This means that the better the affiliate marketing strategy in making sales, the higher the level of consumer trust in the product.

4. *Affiliate marketing* has a direct effect on impulsive buying with a coefficient of 0.285 with a T-statistic (3.615) > t table (1.96) and significant (0.000) < 0.05. Thus, affiliate marketing has a positive and significant effect on impulsive buying. This means that the affiliate marketing strategy can encourage consumers to make impulsive purchases.
5. *Consumer trust* has a direct effect on impulsive buying with a coefficient of 0.291 with a T-statistic (3.151) > t table (1.96) and significant (0.002) < 0.05. Thus, consumer trust has a positive and significant effect on impulsive buying. This means that the greater the consumer's trust, the greater the level of impulsive buying.

Indirect Hypothesis Test Results (Indirect Effect)

Table 8. Path Coefficient Results of Indirect Influence

Indirect Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis
LS -> CT -> IB	0.123	0.125	0.046	2,659	0.008	Accepted
AM -> CT -> IB	0.129	0.133	0.053	2,431	0.015	Accepted

Source: PLS Output (2026)

Based on Table 8 above, it can be seen that:

1. *Live streaming* has an indirect effect on impulsive buying through consumer trust with a coefficient of 0.123 with a T-statistic (2.659) > t table (1.96) and significant (0.008) < 0.05. Thus, live streaming has a positive and significant effect on impulsive buying through consumer trust. This means that if live streaming activities increase, consumer impulsive buying will also increase significantly through consumer trust.
2. *Affiliate marketing* has an indirect effect on impulsive buying through consumer trust with a coefficient of 0.129 with a T-statistic (2.431) > t table (1.96) and significant (0.015) < 0.05. Thus, affiliate marketing has a positive and significant effect on impulsive buying through consumer trust. This means that if affiliate marketing activities increase, consumer impulsive buying will also increase significantly through consumer trust.

DISCUSSION

The Influence of Live Streaming on Impulsive Buying

The results of the hypothesis test indicate that live streaming has a positive and significant effect on impulsive buying. This is evidenced by the path coefficient of 0.202, with a significance value of 0.024 < 0.05, indicating that live streaming has a positive and significant effect on impulsive buying on Shopee. Therefore, the results of this hypothesis test are accepted.

The results of this study indicate a positive and significant relationship between live streaming and impulsive buying on Shopee. This means that the

more effective the live streaming activities carried out on Shopee, the more consumers will make impulsive purchases, and vice versa, the less live streaming activities carried out, the less impulsive purchases by consumers will also be. This finding is in line with the SOR theory, where live streaming acts as a stimulus that can trigger consumers' emotional responses directly. The results of this study are also in accordance with the opinion of Li et al., (2022) who proved that live streaming in e-commerce can encourage purchase intentions through a combination of content, through direct interaction with consumers, sellers can understand the needs that suit consumers. This is also conveyed in research by Aqsa et al. (2024) who stated that among marketing strategies, live streaming has the most influence on impulsive buying because it evokes a strong emotional response in consumers, especially Generation Z.

Based on the definition of live streaming, it can be concluded that live streaming influences impulsive buying. One reason is that it provides consumers with the opportunity to view products in real time and interact directly with the seller or host. This can increase consumer engagement in the shopping process and foster trust in the seller, thus encouraging spontaneous purchasing decisions.

Although Shopee has provided various features in live streaming to enhance the consumer shopping experience, such as special discounts only during live streaming sessions, based on research, several respondents expressed disagreement. This is due to several factors, such as some consumers who have rational purchasing plans and are not easily influenced by marketing strategies that appear during live streaming. Furthermore, some consumers use live streaming only as a source of product information before making a purchase at a different time. Shopee must continue to develop more engaging and persuasive live streaming strategies, such as improving the quality of interaction between hosts and consumers and providing more exclusive promotional offers during live streaming sessions and convincing to increase consumer interest and encourage impulsive purchasing decisions.

The results of this research on the Shopee e-commerce platform are in accordance with research conducted by Aqsa et al., (2024) entitled "*The Influence of Live Streaming, Flash Sale, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating*"; Li et al., (2022) entitled "*Understanding consumer online impulse buying in live streaming e-commerce: A stimulus-organism-response framework*"; Sembiring (2024) entitled "*An Influence Of Live Streaming And Trust On Impulse Buying Among Shopee Users In Medan City*" which states that live streaming has a positive effect on impulsive buying. However, this result contradicts Cantika's (2024) study entitled "*The Effect of Information Quality on Impulsive Buying Behavior Through Live Streaming: A Survey of Consumers Who Purchased Something Products Through Shopee Live*," which states that live streaming does not have a direct effect on impulsive buying, but rather requires intermediary variables such as information quality. This difference in findings is thought to be caused by differences in respondent characteristics, the research context, and the variables used in the study. Thus, it can be concluded that live streaming acts as a powerful stimulus in attracting consumer attention, but its effect on impulsive buying can vary depending on

certain conditions, especially the presence of mediating variables that strengthen or weaken the relationship.

The Influence of Affiliate Marketing on Impulsive Buying

The results of the hypothesis test indicate that affiliate marketing has a positive and significant effect on impulsive buying. This is evidenced by the path coefficient of 0.285, with a significance level of $0.000 < 0.05$, indicating that affiliate marketing has a positive and significant effect on impulsive buying on Shopee. Therefore, the results of this hypothesis test are accepted.

The results of this study indicate a positive and significant relationship between affiliate marketing and impulsive buying on Shopee. This means that the more effective affiliate marketing activities are carried out on Shopee, the more consumers will make impulsive purchases. Conversely, the less affiliate marketing activities are carried out, the lower the impulse buying behavior will be. In SOR theory, content created by affiliates acts as an external stimulus that influences consumer perceptions and emotions, ultimately driving purchases. The results of this study are in line with Sari (2023) who stated that when an affiliate recommends a product, the audience tends to feel more trusting and connected to them. This also proves that affiliate marketing influences consumer impulsive buying behavior.

Based on the definition of affiliate marketing, it can be concluded that affiliate marketing influences impulsive buying. This is due in part to consumers receiving trusted recommendations, social proof, and simplifying the purchasing process, such as the availability of direct links/affiliate links that quickly direct consumers to product pages. This can streamline the information search and purchasing decision-making process, encouraging consumers to make spontaneous purchases without further deliberation. Furthermore, affiliate promotions are typically delivered in an engaging manner through demonstrations of product use and personal experiences, thereby increasing consumer interest in the product being offered. Affiliates also sometimes offer vouchers if consumers purchase products through these links. This demonstrates that affiliate marketing is not only a marketing strategy but also a factor influencing consumer emotions and buying interest, increasing the likelihood of impulse buying.

The results of this research on the Shopee e-commerce platform are in accordance with research conducted by Sari (2023) entitled "*The Influence of Affiliate Marketing and Brand Image on Impulse Buying Scientific Products on Shopee Live in Generation Z*" stated that affiliate marketing has a positive and significant influence on impulsive buying. However, these results are not entirely consistent with Khafifah's (2025) study, "*The Effect of Affiliate Marketing on Impulsive Buying with Consumer Trust as an Intervening Variable*," which states that affiliate marketing does not directly influence impulsive buying, but rather through the mediating variable of trust. This difference in results indicates that the effectiveness of affiliate marketing in encouraging impulsive buying is highly dependent on consumer psychological factors, particularly the level of trust in the affiliate and the promoted product.

The Influence of Live Streaming on Consumer Trust

The results of the hypothesis test indicate that live streaming has a positive and significant effect on consumer trust. This is evidenced by the path coefficient of 0.424, with a significance value of $0.000 < 0.05$, indicating that live streaming has a positive and significant effect on consumer trust on Shopee. Therefore, the results of this hypothesis test are accepted.

The findings of this study show a positive and significant relationship between live streaming and consumer trust on Shopee. This indicates that the more live streaming activities performed on Shopee, the higher consumer trust, and vice versa, the less live streaming activities performed, the lower consumer trust in a store or product. This discovery is consistent with the SOR theory, where live streaming acts as a stimulus that can shape the internal condition of consumers (organisms), namely trust, where the better the live streaming carried out, the higher consumer trust. The results of this study are in accordance with the opinion of Yang et al., (2024) who stated that live streaming in e-commerce can encourage psychological factors such as trust and purchasing value in consumers. Through direct interaction with consumers, sellers or hosts can create more trustworthy shopping.

Based on the definition of live streaming, it can be concluded that live streaming influences consumer trust because one of the reasons is that consumers can obtain product information in a more transparent and interactive way through live product demonstrations. Through the live streaming feature, consumers can see the condition of the product in real-time and interact directly with the host through the comments column. This interaction allows consumers to ask questions and get answers directly, thereby reducing the uncertainty that often occurs when making online shopping transactions. Consumers will feel more confident in the seller's credibility and the security of their transactions. In addition, the delivery of more detailed product information than just the product description in the image, consumers can also see comments from other viewers who provide responses, experiences or even state that they have purchased the product. This is also commonly referred to as social proof, where consumers have more trust in products purchased by others.

The results of this research on the Shopee e-commerce platform are in accordance with research conducted by Muna and Dewi (2024) entitled "The influence of live streaming on consumer trust and purchase decisions on TikTok Shop" which stated that live streaming has a positive and significant effect on consumer trust.

The Influence of Affiliate Marketing on Consumer Trust

The results of the hypothesis test indicate that affiliate marketing has a positive and significant effect on consumer trust. This is evidenced by the path coefficient of 0.442, with a significance level of $0.000 < 0.05$, indicating that affiliate marketing has a positive and significant effect on consumer trust on Shopee. Therefore, the results of this hypothesis test are accepted.

The results of this study indicate a positive and significant relationship between affiliate marketing and consumer trust on Shopee. This means that the

more effective affiliate marketing is implemented on Shopee, the greater consumer trust increases. Conversely, the less affiliate marketing is implemented, the lower consumer trust decreases. In SOR theory, affiliates act as a stimulus. When affiliates are perceived as having credibility and experience in using a product, consumers are more likely to trust the recommended product. These results align with Chattopadhyay (2020) who stated that when an affiliate shares a personal experience with unique characteristics, viewers are more likely to trust them and are more likely to follow their advice and purchase the product compared to other Official Ads. Kim and Kim (2020) also stated that social engagement between affiliates and their followers strengthens consumer trust because the message conveyed is perceived as more authentic and personal.

Based on the definition of affiliate marketing, it can be concluded that affiliate marketing influences consumer trust. Consumers place greater trust in product recommendations provided by affiliates because they typically include reviews and detailed usage explanations. Affiliate marketing allows individuals to promote products through social media and videos, making product information more personal and understandable. In digital marketing strategies, affiliate marketing is often considered a third party that provides product reviews, helping consumers before making a purchase. With honest, transparent, and consistent information, consumers will feel more confident that the product being offered meets the quality stated. Furthermore, the ease of purchasing access provided by affiliates also strengthens consumer trust. Affiliates typically share direct links to product pages, making it easier for consumers to obtain additional information, such as pricing and available promotions. This makes the search process more efficient and facilitates transactions. Therefore, affiliate marketing serves not only as a marketing strategy but also as a factor that can build and strengthen consumer trust.

The results of this study on the Shopee e-commerce platform are in accordance with research conducted by Wang et al. (2023) entitled "*Transparency in affiliate marketing disclosures: Effects on consumer trust and brand evaluation*" stated that affiliate marketing has a positive and significant effect on consumer trust.

The Influence of Consumer Trust on Impulsive Buying

The results of the hypothesis test indicate that consumer trust has a positive and significant effect on impulsive buying. This is evidenced by the path coefficient of 0.291, with a significance level of $0.002 < 0.05$, indicating that consumer trust has a positive and significant effect on impulsive buying on Shopee. Therefore, the results of this hypothesis test are accepted.

The results of this study indicate a positive and significant relationship between consumer trust and impulsive buying on Shopee. This means that the higher the level of consumer trust, the more likely consumers will make impulsive purchases. Conversely, the lower the level of consumer trust, the lower the impulsive buying rate. These results align with Chen and Yao (2021) who stated that high trust triggers a positive affective state, increasing consumers' tendency to make impulsive purchases. The sense of security that arises from

trust reduces consumers' awareness of financial risks and product quality, thus making purchasing decisions more influenced by momentary emotions.

Based on the definition of consumer trust, it can be concluded that consumer trust influences impulsive buying. When consumers feel confident that a seller or the Shopee platform is trustworthy, they tend to make purchasing decisions more quickly without prior, in-depth rational consideration. Consumer trust can reduce concerns about online transactions, such as payment security, product quality, and timely delivery. Furthermore, consumer trust can also influence their psychological state during the shopping process. Consumers with a high level of trust typically spend less time considering before purchasing because they believe the product being offered matches the information provided. This condition can trigger impulsive buying behavior, especially when consumers find an attractive product, a profitable promotion, or a convincing recommendation. Therefore, when consumers feel trust, they are more likely to make spontaneous purchases without prior planning.

The results of this research on the Shopee e-commerce platform are in accordance with research conducted by Youn and Lee (2022) entitled "*Consumer trust and impulse buying in social commerce: The moderating role of interactivity*"; Li et al. (2023) entitled "*Influencer credibility, trust, and impulsive buying in social commerce: A mediated model*" which states that consumer trust has a positive and significant effect on impulsive buying.

The Influence of Live Streaming on Impulsive Buying through Consumer Trust

The results of the hypothesis test indicate that live streaming has a positive and significant effect on impulsive buying through consumer trust. This is evidenced by the path coefficient value of 0.123, with a significance level of $0.008 < 0.05$, indicating that consumer trust mediates the relationship between live streaming and impulsive buying on Shopee. Therefore, the results of this hypothesis test are accepted.

The results of this study indicate a positive and significant relationship between live streaming and impulsive buying through consumer trust on Shopee. This means that live streaming on Shopee not only directly influences consumers' impulsive buying behavior but also first forms consumer trust, which then encourages consumers to make spontaneous purchases. In SOR theory, live streaming acts as a stimulus that influences the organism, namely consumer trust, which then produces a response in the form of impulsive buying. This means that live streaming not only has a direct impact but also strengthens consumer trust, which ultimately encourages impulsive buying. The results of this study are in accordance with the opinion of Masitoh et al. (2024) where the higher the consumer's trust in the seller or platform, the greater the consumer's tendency to make impulsive purchases.

The results obtained from respondents indicate that live streaming on Shopee can increase consumer trust in products and sellers who market their products through this feature. Respondents assessed that live streaming allows them to view products in real time and interact directly with the host, which helps them make purchasing decisions. Furthermore, live streaming also makes

consumers feel safer during transactions because they can obtain direct and more transparent product information from the seller or host promoting the product. This can reduce the uncertainty often felt by consumers when making online purchases, such as concerns about product quality that does not match the description.

The results of this study on the Shopee e-commerce platform are in accordance with research conducted by Purwanti and Septiani (2025) entitled "The effect of live broadcast and trust on impulsive shopping in the purchase of H&H skincare products on the TikTok Shop application"; Masitoh et al. (2024) entitled "The influence of interactivity, online customer reviews, and trust on Shopee live streaming users' impulse buying" which states that trust has a positive and significant effect on impulsive buying in Shopee Live users.

The Influence of Affiliate Marketing on Impulsive Buying through Consumer Trust

The results of the hypothesis test indicate that affiliate marketing has a positive and significant effect on impulsive buying through consumer trust. This is evidenced by the path coefficient of 0.129, with a significance level of $0.015 < 0.05$, indicating that consumer trust mediates the relationship between affiliate marketing and impulsive buying on Shopee. Therefore, the results of this hypothesis test are accepted.

The results of this study indicate a positive and significant relationship between affiliate marketing and impulsive buying through consumer trust on Shopee. These findings indicate that promotional activities carried out by affiliates not only have a direct impact on consumers' impulsive buying behavior but also can build consumer trust beforehand, ultimately encouraging spontaneous purchasing decisions. In SOR theory, affiliate marketing acts as a stimulus that influences the organism, namely trust, which then produces a response in the form of impulsive buying. Recommendations from trusted affiliates will increase consumer confidence in the product, thereby reducing hesitation to make a purchase. Thus, consumer trust acts as a psychological mechanism that strengthens the influence of affiliate marketing on impulsive buying. The results of this study are in accordance with the opinion of Lou and Yuan (2019), who stated that recommendations provided by affiliates can increase consumer trust in the promoted product. This indicates that the higher the level of consumer trust in the party recommending the product, the greater the consumer's likelihood of making an impulsive purchase.

Respondents' results indicate that affiliate promotions on Shopee make it easier for consumers to obtain information about the products offered through affiliate recommendations. Affiliate promotions typically include product reviews and detailed explanations of the product's advantages, helping consumers better understand the product being promoted. Furthermore, affiliate recommendations are often perceived as more convincing because they come from people who have tried and used the product. The easy access provided by affiliates in the form of direct links to product pages also makes it easier for consumers to obtain more complete information. Through these links, consumers

can quickly view product details, prices, reviews from other users, and various available promotions without having to manually search for the product on Shopee. This ease of access can also strengthen consumer trust, as consumers feel they are being directed directly to products recommended by credible affiliates.

The results of research on the Shopee e-commerce platform are in accordance with research conducted by Rahmawati and Samiono (2024) entitled "The Influence of Affiliate Marketing and Sales Promotion on Impulsive Buying on the Lazada Marketplace" which states that affiliate marketing has a direct effect on impulsive buying and there is an indirect effect through consumer trust as a mediator. This shows that promotional activities carried out by affiliates are not only able to encourage consumer interest in purchasing, but can also increase consumer trust in the products being marketed.

CONCLUSIONS

1. *Live streaming* has a positive and significant effect on impulsive buying among Shopee consumers in Medan City.
2. *Affiliate marketing* has a positive and significant effect on impulsive buying among Shopee consumers in Medan City.
3. *Live streaming* has a positive and significant effect on consumer trust among Shopee consumers in Medan City.
4. *Affiliate marketing* has a positive and significant effect on consumer trust among Shopee consumers in Medan City.
5. *Consumer trust* has a positive and significant effect on impulsive buying among Shopee consumers in Medan City.
6. *Live streaming* has a positive and significant effect on impulsive buying through consumer trust on Shopee consumers in Medan City.
7. *Affiliate marketing* has a positive and significant effect on impulsive buying through consumer trust on Shopee consumers in Medan City.

RECOMMENDATIONS

This research suggests that Shopee and e-commerce businesses should further optimize the use of live streaming and affiliate marketing as marketing strategies, as these have been proven to increase consumer trust and encourage impulse purchases. Sellers and affiliates are also expected to improve their credibility, honesty, and the quality of their product information delivery, thereby strengthening consumer trust.

Furthermore, it is suggested that companies focus more on consumer trust, as this variable plays a significant impact on purchasing decisions. Efforts such as information transparency, increased interaction, and positive user experiences need to be continuously improved.

It is advised that future researchers broaden this study by including more relevant variables, such as emotional factors, promotions, or user experience, and expanding the research location to make the results more generalizable. Future research could also use different methods or approaches to obtain more comprehensive results.

ADVANCED RESEARCH

Based on the limitations of this research, and to gain a deeper and more comprehensive understanding of Shopee, it is hoped that this research can be further developed by expanding the scope of the study to gain a more comprehensive understanding of other factors not yet discussed in this study. Some factors that can be considered include perceived value and fear of missing out (FOMO), as these variables have the potential to significantly influence consumer behavior when making transactions on the Shopee platform.

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