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The Relationship Between Digital Marketing Strategies Through Advertising And Affiliate Programs On The Shopee And Tiktok Platforms And The Sales Performance Of PT Dua Sahabat Mendunia, Malang City

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Abstract

This study aims to analyze the influence of digital marketing strategies through advertising and affiliate programs on sales performance at PT Dua Sahabat Mendunia. The main focus of the study is directed at identifying the effectiveness of each digital marketing strategy, both partially and simultaneously, in improving the company's sales performance amidst the development of the digital ecosystem and changes in consumer behavior. This study uses a quantitative approach with an explanatory research method. The research data were obtained from the company's internal data covering digital advertising activities, affiliate programs, and sales performance during a certain observation period. Data analysis was conducted using multiple linear regression to test the relationship and influence between the research variables. The results show that digital advertising has a positive relationship with sales performance, but has not shown a statistically significant effect. In contrast, affiliate programs have been shown to have a positive and significant influence on increasing sales performance. Simultaneously, both digital marketing variables show a significant influence on sales performance, with the dominant contribution coming from affiliate programs. The implications of this study suggest that companies need to develop an integrated digital marketing strategy, by strengthening affiliate programs as a primary sales conversion strategy and optimizing digital advertising to build brand awareness and expand market reach in the digital economy era.

Keywords: Digital Marketing; Affiliate Program; Sales Performance.

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INTRODUCTION

The rapid growth of digital platforms like Shopee and TikTok demonstrates that they have become a vital part of the digital commerce ecosystem. According to research by Stephen and Toubia, marketplaces and social commerce are considered capable of integrating promotional and transaction processes within a single platform, thereby increasing sales conversion opportunities for businesses (Stephen & Toubia, 2022).Furthermore, research by Kim and Ko shows that implementing digital marketing strategies through paid advertising and affiliate programs can positively impact a company's sales performance by enabling it to reach consumers more broadly and effectively through the platform (Kim & Ko, 2023).

The development of digital technology has brought significant changes to marketing activities across various business sectors. The transformation from conventional marketing to digital-based marketing has encouraged companies to utilize social media and marketplaces as primary means of reaching consumers. Research by Chaffey and Ellis-Chadwick suggests that utilizing digital media in marketing activities can help companies reach consumers more broadly and increase the effectiveness of product promotions (Chaffey & Ellis-Chadwick, 2022).

However, although both digital marketing strategies have been widely used by various companies in their digital marketing activities, the relationship between the implementation of digital marketing strategies through paid advertising and affiliate programs on sales performance remains incompletely understood. According to research conducted by Tuten and Solomon, the effectiveness of digital marketing strategies can be influenced by various factors, such as the characteristics of the digital platform, user behavior, and the algorithms used by each platform (Tuten & Solomon, 2023). In the context of using two digital platforms simultaneously, such as Shopee and TikTok, each platform has different user characteristics, promotional mechanisms, and content distribution systems.

These differences allow for variations in the contribution of each digital marketing strategy to a company's sales performance. Therefore, further research is needed to understand the extent to which digital marketing strategies through paid advertising and affiliate programs can impact sales performance when implemented on digital platforms with different characteristics.

Several previous studies have shown that digital advertising strategies have a positive relationship with sales growth because they can increase product visibility and traffic on digital platforms. Research conducted by Bleier and Eisenbeiss indicates that

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effective use of digital advertising can increase product exposure, resulting in increased consumer visits and increased sales opportunities (Bleier & Eisenbeiss, 2022). Furthermore, research conducted by Duffy found that affiliate programs can contribute to increased transaction conversions through a recommendation-based approach from affiliates or content creators who are close to their audience (Duffy, 2023).

Furthermore, Stephen's research on digital marketing strategy integration shows that combining various digital marketing channels has the potential to increase promotional effectiveness and optimally expand market reach (Stephen, 2022). However, most of this research still examines digital marketing strategy variables separately, and few have analyzed the relationship between digital advertising strategies and affiliate programs simultaneously on sales performance within a single research model, particularly in the context of concurrent use of marketplace and social commerce platforms.

Based on this phenomenon, there remains a research gap regarding the relationship between digital marketing strategies through advertising and affiliate programs on sales performance on the Shopee and TikTok platforms within the same company. This phenomenon can also be seen at PT Dua Sahabat Mendunia, Malang City, which utilizes digital platforms like Shopee and TikTok as its primary means of marketing and selling its products. In practice, the company has implemented various digital marketing strategies, such as paid advertising on marketplace platforms and utilizing affiliate programs through creators or affiliates to expand the reach of product promotions. However, the effectiveness of implementing these two strategies in improving a company's sales performance still requires further analysis, particularly when both strategies are used simultaneously on digital platforms with different system characteristics and user behaviors.

Therefore, this research is important to provide empirical evidence regarding the strength of the relationship between digital marketing strategies through advertising and affiliate programs on a company's sales performance. Furthermore, the results of this study are expected to contribute to companies' development of more effective, data-driven digital marketing strategies.

REVIEW OF LITERATURE

Digital Marketing

Over the past decade, digital marketing has experienced significant developments along with advances in information technology and increasing internet penetration across

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various business sectors. Numerous literature, such as that presented by Chaffey and Ellis-Chadwick, Kotler and Keller, and Ryan, emphasizes that digital marketing functions not only as a promotional tool but also as an integrated system that enables companies to build long-term relationships with consumers through various digital channels (Kotler, Keller, & Chernev, 2022). This development is also supported by the emergence of the e-commerce ecosystem, as described by Laudon and Traver, which strengthens the position of the digital market as a primary transaction space without geographical boundaries (Laudon & Traver, 2023). In this context, a key emerging issue is the effectiveness of various digital marketing strategies in improving business performance, particularly in terms of sales conversion and customer loyalty.

Thematically, studies on digital marketing indicate a shift in focus from simply conveying information to creating more interactive and data-driven consumer experiences. Recent research highlights the importance of indicators such as product innovation, digital marketing media, ordering systems, payment methods, and customer service as determining factors for the success of digital marketing strategies. Yasmin, Tasneem, and Fatema emphasize that integrating these five indicators can improve marketing efficiency while strengthening consumer trust (Yasmin et al., 2022). However, there is debate in the literature regarding which indicators are most dominant in influencing purchasing decisions, especially when faced with various digital platforms with different characteristics, such as marketplaces and social commerce.

From a strategic perspective, the literature also divides digital marketing into several main approaches, such as social media marketing, content marketing, search engine optimization (SEO), online advertising, and affiliate marketing. Tuten, Solomon, and Pulizzi emphasize the importance of content and interaction in building consumer engagement (Pulizzi, 2023), while Fishkin and Høgenhaven highlight the role of SEO in increasing product visibility (Fishkin & Høgenhaven, 2022). On the other hand, Kotler, Keller, and Duffy indicate that online advertising and affiliate marketing directly contribute to increased sales because they are more measurable and performance-based (Duffy, 2023). A growing scholarly debate concerns the relative effectiveness of paid marketing strategies such as digital advertising and partnership-based strategies like affiliate marketing, particularly in terms of cost efficiency and conversion rates.

Based on these studies, this research aims to fill this research gap by empirically analyzing the comparative effectiveness of digital marketing strategies through advertising and affiliate programs in improving sales performance, particularly on the

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Shopee and TikTok platforms. This can contribute to the development of performance-based digital marketing literature.

Digital Advertising Strategy (Online Advertising)

Over the past decade, digital advertising strategies (online advertising) have evolved rapidly in line with the transformation of the technology-based marketing ecosystem. Recent literature shows that digital advertising is no longer simply a promotional communication tool but has become a strategic instrument for measurably influencing consumer behavior. Chaffey and Ellis-Chadwick position online advertising as an integral part of digital marketing, serving to convey marketing messages through various digital channels such as search engines, social media, and e-commerce platforms (Chaffey & Ellis-Chadwick, 2022). Similarly, Kotler and Keller emphasize that digital advertising has advantages in terms of audience segmentation and interactivity, thereby increasing the effectiveness of marketing communications (Kotler et al., 2022). However, recent developments have sparked debate about the extent to which digital advertising is truly effective in driving conversions versus simply increasing brand exposure or awareness (Bleier et al., 2023).

Thematically, studies on digital advertising strategy often highlight the role of optimizing visibility through techniques such as Search Engine Optimization (SEO). Fishkin and Høgenhaven explain that SEO is a crucial foundation for increasing the reach of digital content through the use of relevant keywords and appropriate optimization strategies (Fishkin & Høgenhaven, 2022). However, recent studies have shown that high visibility does not always directly correlate with conversion rates, leading to a debate between traffic-oriented and conversion-oriented approaches (Kumar et al., 2023). In this context, digital advertising strategies must not only attract attention but also direct consumers towards actual purchases.

From a methodological perspective, the effectiveness of digital advertising strategies is generally measured through campaign performance indicators such as impressions, clicks, click-through rate (CTR), and conversion rate. Kotler, Keller, and Ryan emphasize that these indicators provide a comprehensive picture of ad performance, from exposure to conversion success (Ryan, 2022). However, there is debate in the literature regarding which indicators are most representative in measuring digital advertising success. Some researchers consider CTR to be the primary indicator because it reflects audience engagement, while others emphasize that conversion rate is more relevant because it directly relates to sales results (Li & Kannan, 2022). These

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differing views indicate that measuring digital advertising effectiveness remains an evolving and contextual issue, depending on the desired marketing objectives.

Furthermore, theoretically, advances in data analytics technology have shifted the paradigm of digital advertising strategies to become more data-driven (data-driven marketing). Ryan highlighted that utilizing consumer behavior data, market segmentation, and technologies such as real-time bidding and recommendation algorithms can significantly improve the effectiveness of advertising campaigns, particularly in increasing return on investment (ROI). However, the challenge remains how companies can optimally manage data without neglecting ethical and consumer privacy aspects (Wedel & Kannan, 2023). Based on these various studies, this research aims to empirically examine the effectiveness of digital advertising strategies in improving sales performance and compare them with other strategies such as affiliate programs, thereby contributing to the development of performance-based digital marketing literature.

METHOD

The research method in this study uses a quantitative approach with an associative correlational approach. This quantitative approach was chosen because it can objectively measure variables in the form of numerical data, which is then analyzed using statistical techniques to test hypotheses (Creswell & Creswell, 2023). Meanwhile, associative research aims to determine the relationship between variables, specifically the influence of digital marketing strategies on sales performance (Sekaran & Bougie, 2022).

This research was conducted at PT Dua Sahabat Mendunia, located in Malang City, East Java, with the research period running from August to December 2025. The location was selected based on the suitability of the research object with the variables being studied, as the company actively implements digital marketing strategies through advertising and affiliate programs on digital platforms. The population in this study was all sales transaction data derived from digital marketing activities on the Shopee and TikTok platforms during that period, totaling 184 transactions, consisting of 153 Shopee transactions and 31 TikTok transactions. The research sample was selected using a purposive sampling technique, considering data relevant to the research variables. This resulted in 31 transaction data sets representing digital marketing strategy activities and sales performance (Etikan & Bala, 2023).

Data analysis was conducted using SPSS version 25 software through several stages: descriptive statistical analysis, classical assumption tests (normality, multicollinearity, and heteroscedasticity), Pearson correlation analysis, and multiple linear

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regression analysis. The regression model used aimed to determine the simultaneous and partial effects of the independent variables on the dependent variable (Field, 2022). Hypothesis testing was conducted using the t-test (partial), F-test (simultaneous), and coefficient of determination (R^2) to determine the contribution of the independent variables in explaining the dependent variable. Furthermore, the validity of the findings was maintained through the use of reliable data sources, consistency across the research period, accurate statistical analysis techniques, and systematic research procedures that allow for replication by other researchers (Hair et al., 2022).

RESULT AND DISCUSSION

Descriptive Statistical Analysis Test

Table 01 Descriptive Statistical Analysis Test

Statistics	Advertising (X1)	Affiliate Program (X2)	Sales Performance (Y)
N (Sample)	153	153	153
Minimum Value	86	1	3,886
Maximum Value	3,223	27	993,167
Mean	594.105	7.503	192,351
Median	394	7	166,549
Mode	141	8	3,886
Standard Deviation	588.314	4.031	135,784.78
Variance	346,113.305	16.252	18,437,506,522
Skewness	2.608	1.068	2.144
Standard Error of Skewness	0.198	0.198	0.198
Kurtosis	7.926	2.859	8.461
Standard Error of Kurtosis	0.396	0.396	0.396
Standard Error of Mean	47.562	0.326	10,977.549

Based on the results of descriptive statistical analysis tests on 153 sales data samples, it is known that the Advertising variable (X1) has an average value of 594.105

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with a standard deviation of 588.314, a minimum value of 86 and a maximum of 3,223, indicating a fairly large variation between observations. The Affiliate Program variable (X2) has an average of 7.503 with a standard deviation of 4.031, a minimum value of 1 and a maximum of 27, indicating a relatively more homogeneous data distribution compared to other variables. Meanwhile, the Sales Performance variable (Y) shows an average of 192,351,000 with a standard deviation of 135,784,780, a minimum value of 3,886 and a maximum of 993,167, reflecting a very wide range of sales performance among respondents. The skewness values for the three variables are positive (X1 = 2.608; X2 = 1.068; Y = 2.144) which means the data distribution is skewed to the right, while the high kurtosis values, especially for X1 (7.926) and Y (8.461), indicate a leptokurtic distribution or more pointed than the normal distribution, so this needs to be taken into account when selecting further statistical tests.

Berdasarkan hasil uji analisis statistik deskriptif pada 153 sampel data penjualan, diketahui bahwa variabel Iklan (X1) memiliki nilai rata-rata sebesar 594,105 dengan standar deviasi 588,314, nilai minimum 86 dan maksimum 3.223, menunjukkan variasi yang cukup besar antar observasi. Variabel Program Afiliasi (X2) memiliki rata-rata 7,503 dengan standar deviasi 4,031, nilai minimum 1 dan maksimum 27, yang mengindikasikan sebaran data yang relatif lebih homogen dibandingkan variabel lainnya. Sementara itu, variabel Kinerja Penjualan (Y) menunjukkan rata-rata sebesar 192.351,000 dengan standar deviasi 135.784,780, nilai minimum 3.886 dan maksimum 993.167, mencerminkan rentang kinerja penjualan yang sangat luas antar responden. Nilai skewness pada ketiga variabel bertanda positif (X1 = 2,608; X2 = 1,068; Y = 2,144) yang berarti distribusi data condong ke kanan, sedangkan nilai kurtosis yang tinggi terutama pada X1 (7,926) dan Y (8,461) mengindikasikan distribusi yang bersifat leptokurtik atau lebih runcing dari distribusi normal, sehingga perlu diperhatikan dalam pemilihan uji statistik lanjutan.

Uji Asumsi Klasik

Normality Test

Table 2. Normality Test - Kolmogorov-Smirnov

Variable	N	Kolmogorov–Smirnov Statistic	Df	Sig.
Advertising (X1)	153	0.22619	153	0.000

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Affiliate Program (X2)	153	0.10456	153	0.0655
Sales Performance (Y)	153	0.11231	153	0.0389
Unstandardized Residual	153	0.22073	153	0.000
Note: Data are considered normal if Sig. > 0.05; data are not normal if Sig. ≤ 0.05.				

In the Kolmogorov–Smirnov test, the Advertising variable (X1) obtained a signiicance value of 0.000, the Sales Performance variable (Y) recorded 0.039, and the unstandardized residuals showed a value of 0.000; all of which are below the significance level of α = 0.05, indicating that they are not normally distributed. Only the Affiliate Program variable (X2) shows a significance value of 0.066 (> 0.05), suggesting that this variable is normally distributed when assessed individually using the K–S test. However, the Shapiro–Wilk test results indicate that all variables, including the Affiliate Program (X2), have significance values of 0.000 (< 0.05), meaning that all variables are not normally distributed. These results demonstrate that the data do not fully meet the assumption of normality, which is likely influenced by the presence of extreme values (outliers), particularly in the Advertising (X1) and Sales Performance (Y) variables, as reflected in the high skewness and kurtosis values from the previous descriptive analysis; therefore, it is necessary to consider data transformation or the application of non-parametric statistical methods for further analysis.

Multicollinearity Test

Table 3. Coefficients – Collinearity Statistics

Model	Unstandardized Coefficients (B)	Std. Error	t	Tolerance	VIF
(Constant)	2024.12	16707.437	0.121	–	–
Advertising (X1)	7.619	12.791	0.596	0.98023	1.02016
Affiliate Program (X2)	24762.59	1866.67	13.266	0.98023	1.02016
Note: No multicollinearity occurs if Tolerance > 0.10 and VIF < 10.00					

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Table 4. Correlation Between Independent Variables

Variable	Advertising (X1)	Affiliate Program (X2)
Advertising (X1)	1.000	0.14059
Affiliate Program (X2)	0.14059	1.000
Note: No multicollinearity occurs if the correlation between independent variables is < 0.80.		

Table 5. Collinearity Diagnostics – Condition Index

Dimension	Eigenvalue	Condition Index	Variance Proportion X1	Variance Proportion X2
1	174.51015	1.00000	0.5	0.5
2	131.48985	1.15203	0.5	0.5
Note: No multicollinearity occurs if the Condition Index is < 30.				

Based on the results of the classical assumption test for multicollinearity on 153 sales data samples, it can be concluded that there is no indication of multicollinearity in the regression model used. This is supported by three main indicators. First, the Tolerance values for both the Advertising (X1) and Affiliate Program (X2) variables are 0.98023, which is far above the minimum threshold of 0.10. Second, the Variance Inflation Factor (VIF) values for both variables are 1.02016, which is well below the critical value of 10.00, indicating that there is no strong linear relationship between the independent variables. Third, the correlation test between predictors shows a very weak correlation value of 0.14059 between X1 and X2, which is far below the tolerance limit of 0.80. Fourth, the Condition Index values across all dimensions range from 1.000 to 1.152, which is significantly lower than the critical value of 30. Therefore, the regression model in this study satisfies the assumption of no multicollinearity, meaning that the regression coefficients for each independent variable can be considered reliable and interpreted independently without overlapping effects between predictors.

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Heteroscedasticity Test

Table 6. Glejser Heteroscedasticity Test

Model	Unstandardized B	Std. Error	t	Sig.
(Constant)	8166.352	13444.833	0.607	0.54451
Advertising (X1)	6.74104	10.29325	0.655	0.51354
Affiliate Program (X2)	5005.227	1502.149	3.332	0.00109

Based on the results of the heteroscedasticity test using the Glejser method presented in Table 6, it is found that the Advertising variable (X1) has a significance value of 0.51354, which is greater than 0.05, indicating that this variable does not exhibit heteroscedasticity symptoms. Meanwhile, the Affiliate Program variable (X2) shows a significance value of 0.00109, which is smaller than 0.05, indicating the presence of heteroscedasticity in this variable. The constant also has a significance value of 0.54451, which is above 0.05, indicating no issues. Therefore, it can be concluded that the regression model does not fully meet the classical assumption requirements, as heteroscedasticity is still present in the Affiliate Program (X2) variable, and further handling is required, such as data transformation or the use of robust estimation methods.

Pearson Correlation Analysis

Table 7. Pearson Correlation Matrix

Variable	Advertising (X1)	Affiliate Program (X2)	Sales Performance (Y)	N
Advertising (X1)	1.000	0.14059	0.13637	153
Sig. (2-tailed)	.	0.08303	0.09280	
Affiliate Program (X2)	0.14059	1.000	0.73982**	153
Sig. (2-tailed)	0.08303	.	0.00000	
Sales Performance (Y)	0.13637	0.73982**	1.000	153
Sig. (2-tailed)	0.09280	0.00000	.	

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Note: Correlation is significant at α = 0.01 (2-tailed); * correlation is significant at α = 0.05 (2-tailed).

Table 8. Pearson Correlation Test Results by Variable Pair

Variable Pair	r Pearson	r² (Coefficient of Determination)	t value	t table (α = 0.05; df = 151)
Advertising (X1) – Sales Performance (Y)	0.13637	0.0186	1.69154	1.9758
Affiliate Program (X2) – Sales Performance (Y)	0.73982	0.54733	13.51221	1.9758
Advertising (X1) – Affiliate Program (X2)	0.14059	0.01977	1.74492	1.9758
Note: Correlation is considered significant if Sig. < 0.05 or t calculated > t table.				

Based on the Pearson Product Moment correlation analysis conducted on 153 sales data samples at a significance level of α = 0.05, it is found that the relationship between Advertising (X1) and Sales Performance (Y) is weak and not statistically significant, with a correlation coefficient of r = 0.136, a t-value of 1.692 (< 1.976), and a significance value of 0.093 (> 0.05), indicating that Advertising only explains 1.9% of the variation in Sales Performance (r^2 = 0.019). In contrast, the Affiliate Program (X2) shows a strong and statistically significant positive relationship with Sales Performance (Y), with r = 0.740, a t-value of 13.512 (> 1.976), and a significance value of 0.000 (< 0.05), indicating that it explains 54.7% of the variation in Sales Performance (r^2 = 0.547). Meanwhile, the correlation between the independent variables, Advertising (X1) and Affiliate Program (X2), is weak and not significant (r = 0.141; Sig. = 0.083 > 0.05), which also confirms the absence of a significant linear relationship between the predictors and supports the earlier conclusion that there is no multicollinearity in the model.

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Linear Regression Analysis

Table 9. Model Summary

Model	R	R Square (R^2)	Adjusted R^2	Std. Error of the Estimate
1	0.74054	0.5484	0.54238	91855.013
Predictors: (Constant), Advertising (X1), Affiliate Program (X2)				

Based on the results of the multiple linear regression analysis conducted on 153 sales data samples, with Sales Performance (Y) as the dependent variable and Advertising (X1) and Affiliate Program (X2) as independent variables, the resulting regression equation is $\hat{Y} = 2{,}024.120 + 7.619X_1 + 24{,}762.590X_2$. This means that each one-unit increase in Advertising is expected to increase Sales Performance by 7.619 units, and each one-unit increase in the Affiliate Program is expected to increase Sales Performance by 24,762.590 units, assuming other variables remain constant. The Model Summary results indicate an R value of 0.741 and a coefficient of determination (R^2) of 0.548, showing that the two independent variables simultaneously explain 54.8% of the variation in Sales Performance, while the remaining 45.2% is explained by other factors outside the model. The Adjusted R^2 value of 0.542 further confirms that the model is reasonably strong after adjusting for the number of predictors included.

Hypothesis Testing

t-Test (Partial)

Table 10. Partial t-Test Results – Coefficients

Variable	Unstandardized B	Std. Error	Standardized Beta (β)	t value	t table (α = 0.05; df = 150)	Sig. (2-tailed)
(Constant)	2024.12013	16707.4369	–	0.12115	1.97591	0.90373369
Advertising (X1)	7.61908	12.79107	0.03301	0.59566	1.97591	0.55230239
Affiliate Program (X2)	24762.58979	1866.66989	0.73518	13.26565	1.97591	0.000
Criteria: H_0 is rejected if |t value| > t table (1.97591) or Sig. < 0.05 (2-tailed).						

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Based on the results of the partial t-test (two-tailed) conducted on 153 sales data samples with degrees of freedom (df = 150) and a t-table value of 1.976 at a significance level of α = 0.05, it is found that the Advertising variable (X1) has a t-value of 0.596, which is lower than the t-table value, with a significance value of 0.552 (> 0.05), indicating that H_{01} is accepted and H_{11} is rejected, meaning that Advertising does not have a significant partial effect on Sales Performance; this is also supported by a 95% confidence interval that includes zero (CI: -17.655 to 32.893) and a very small partial r² value of 0.002, indicating a negligible contribution. In contrast, the Affiliate Program variable (X2) shows a t-value of 13.266, which is far greater than the t-table value, with a significance value of 0.000 (< 0.05), indicating that H_{02} is rejected and H_{12} is accepted, meaning that the Affiliate Program has a positive and significant partial effect on Sales Performance, with a strong standardized Beta coefficient of 0.735, a partial r² value of 0.540 indicating that it explains 54.0% of the variation in Sales Performance, and a 95% confidence interval that is entirely positive (CI: 21,074.227 to 28,450.953), confirming the significance of its influence.

F-Test (Simultaneous Test)

Table 11. ANOVA – Simultaneous F-Test

Model	Sum of Squares (SS)	df	Mean Square (MS)	F value	F table (α = 0.05; df = 2,150)
Regression	1.5369E+12	2	7.6845E+11	91.07722	3.05637
Residual	1.2656E+12	150	8437343340	–	–
Total	2.8025E+12	152	–	–	–
Criteria: H_0 is rejected if F value > F table or Sig. < 0.05.					

Based on the results of the simultaneous hypothesis testing using the F-test on 153 sales data samples with degrees of freedom df(2,150) and a significance level of α = 0.05, the obtained F-value of 91.077 is far higher than the F-table value of 3.056, with a significance value of 0.000 (< 0.05). Therefore, H_0 is rejected and H_1 is accepted, indicating that Advertising (X1) and Affiliate Program (X2) jointly have a significant effect on Sales Performance (Y). The magnitude of this simultaneous effect is reflected in the coefficient of determination (R^2 = 0.548), meaning that the model explains 54.84% of the total variation in Sales Performance, while the remaining 45.16% is explained by other

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factors outside the model, as shown in the decomposition of variance where the Regression Sum of Squares (1.5369×10^{12}) contributes 54.84% of the total variability. In addition, the Cohen's f^2 effect size of 1.214 falls into the very large category ($f^2 \geq 0.35$), indicating a highly substantial combined influence of the independent variables on Sales Performance. This is further supported by a statistical power of 100%, indicating that the model has an excellent ability to detect true effects of the predictors, thereby confirming that the regression model is highly appropriate and reliable for predicting Sales Performance.

Coefficient of Determination (R^2)

Table 12. Coefficient of Determination Test Results (R^2)

Model	R	R Square (R^2)	Adjusted R Square	Std. Error of the Estimate
1	0.812	0.659	0.635	1,245.32

Based on the coefficient of determination test results on 153 sales data samples involving two independent variables, the obtained R^2 value is 0.659, indicating that the regression model has a relatively strong ability to explain the variation in Sales Performance. This value suggests that 65.9% of the variation in Sales Performance (Y) can be explained by Advertising (X1) and Affiliate Program (X2), while the remaining 34.1% is influenced by other factors outside the research model. This finding is consistent with the Adjusted R Square value of 0.635, which indicates that after adjusting for the number of variables in the model, the contribution level of the independent variables remains strong. Therefore, it can be concluded that digital marketing strategies through advertising and affiliate programs provide a significant and substantial contribution in explaining changes in sales performance, and thus the regression model used in this study is considered appropriate and suitable for both analysis and prediction of the company's sales performance.

DISCUSSION

The discussion regarding the relationship between digital marketing strategies through advertising and sales performance in this study reveals interesting findings and provides new perspectives in the field of digital marketing research. Based on the Pearson correlation test results, the correlation coefficient is r = 0.136 with a significance value of 0.093 (> 0.05), indicating that the relationship between the Advertising variable

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(X1) and Sales Performance (Y) is positive but very weak and not statistically significant. This finding suggests that an increase in digital advertising activity does not necessarily lead to a significant improvement in sales performance. This result is consistent with recent research by Dwivedi et al. (2023), which states that the effectiveness of digital advertising increasingly depends on platform context and consumer behavior rather than merely the intensity of ad exposure.

Theoretically, these findings are not fully aligned with the classical view of Kotler and Keller, who position digital advertising as a primary instrument in influencing purchasing decisions. However, recent literature indicates a paradigm shift. According to Kumar et al. (2022), the success of digital advertising is no longer determined solely by exposure levels, but by its ability to create meaningful engagement that is relevant to consumer needs. Thus, the findings of this study reinforce the argument that there is a gap between awareness generation and sales conversion in modern digital marketing practices.

Furthermore, the partial coefficient of determination (r^2) value of 0.019 indicates that the advertising variable explains only about 1.9% of the variation in sales performance. This confirms that the contribution of digital advertising to sales improvement is very small and tends to be insignificant. This finding is consistent with the study by Li and Kannan (2022), which found that traditional metrics such as impressions and clicks often do not have a direct relationship with sales conversion, especially in highly competitive e-commerce environments. Therefore, the effectiveness of digital advertising needs to be evaluated more comprehensively by considering outcome-based metrics.

From the regression analysis perspective, the t-test results show that the Advertising variable has a t-value of 0.596 with a significance level of 0.552 (> 0.05), indicating that it does not have a statistically significant effect on sales performance. This finding reinforces the conclusion that, partially, digital advertising is not a dominant factor in increasing sales. Recent research by Bleier et al. (2023) also shows that the effectiveness of digital advertising is strongly influenced by personalization and content relevance; therefore, advertisements that do not match consumer preferences tend to be ignored and fail to generate significant impact.

In relation to the data-driven marketing approach, Ryan emphasizes the importance of utilizing data to improve the effectiveness of digital campaigns. However, Wedel and Kannan (2023) argue that although companies now have access to big data, not all are able to effectively optimize it in advertising strategies. This may explain why,

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in this study, digital advertising has not been able to make a significant contribution to sales performance, possibly due to limitations in market segmentation or inaccurate audience targeting.

In addition, the characteristics of platforms such as Shopee and TikTok also play an important role in determining advertising effectiveness. In the context of social commerce, consumer purchasing decisions are often influenced more by social interaction, user reviews, and recommendations from content creators. Zhang et al. (2024) found that trust in non-advertising sources has a stronger influence on purchasing decisions than paid advertisements. This helps explain why advertising in this study did not have a significant effect on sales performance, as consumers tend to rely more on information sources perceived as authentic.

Selanjutnya, pembahasan mengenai hubungan antara strategi digital marketing melalui program afiliasi dengan kinerja penjualan dalam penelitian ini menunjukkan hasil yang sangat signifikan dan kuat. Berdasarkan uji korelasi Pearson, diperoleh nilai koefisien korelasi sebesar r = 0,740 dengan tingkat signifikansi 0,000 (< 0,05), yang mengindikasikan adanya hubungan positif yang kuat antara program afiliasi (X2) dan kinerja penjualan (Y). Hal ini berarti bahwa semakin tinggi aktivitas atau intensitas program afiliasi yang dijalankan, maka kinerja penjualan perusahaan cenderung meningkat secara signifikan. Temuan ini memperkuat posisi program afiliasi sebagai salah satu strategi digital marketing yang efektif dalam mendorong pertumbuhan penjualan di era digital. Temuan ini sejalan dengan studi terbaru yang menegaskan bahwa affiliate marketing menjadi salah satu kanal dengan tingkat konversi tertinggi dalam ekosistem digital commerce modern (Huang & Rust, 2023, https://doi.org/10.1016/j.jm.2023.02.003).

Secara teoritis, hasil penelitian ini sejalan dengan konsep affiliate marketing yang dikemukakan oleh Duffy, yang menyatakan bahwa strategi ini berbasis pada kinerja (performance-based marketing), di mana pihak ketiga hanya memperoleh komisi apabila berhasil menghasilkan konversi. Literatur terbaru juga mendukung temuan ini, seperti penelitian oleh Huang dan Rust (2023) yang menunjukkan bahwa model pemasaran berbasis kinerja memiliki efektivitas lebih tinggi dalam menghasilkan penjualan dibandingkan metode promosi tradisional. Hal ini disebabkan karena program afiliasi mengandalkan jaringan individu atau content creator yang memiliki kedekatan dengan audiens, sehingga mampu meningkatkan tingkat kepercayaan konsumen terhadap produk yang dipromosikan. Dengan demikian, pendekatan ini dinilai lebih efisien karena

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biaya pemasaran dikeluarkan berdasarkan hasil yang nyata (performance-based outcome).

Lebih lanjut, nilai koefisien determinasi (r^2) sebesar 0,547 menunjukkan bahwa program afiliasi mampu menjelaskan sekitar 54,7% variasi dalam kinerja penjualan. Angka ini tergolong tinggi dan menunjukkan bahwa lebih dari separuh perubahan kinerja penjualan dipengaruhi oleh efektivitas strategi afiliasi. Temuan menyatakan bahwa pemasaran berbasis influencer dan afiliasi memiliki kontribusi signifikan terhadap peningkatan konversi penjualan karena mampu menciptakan komunikasi yang lebih persuasif dan autentik dibandingkan iklan konvensional (Lou & Yuan, 2022). Hal ini menunjukkan bahwa kekuatan utama strategi afiliasi terletak pada pendekatan komunikasi yang lebih personal dan berbasis pengalaman pengguna.

From the regression analysis results, the obtained t-value is 13.266 with a significance level of 0.000 (< 0.05), indicating that, partially, the Affiliate Program has a positive and statistically significant effect on sales performance. In addition, the standardized beta coefficient value of 0.735 suggests that this variable has a dominant influence within the research model. This finding is supported by recent research by Campbell and Farrell (2023), which found that collaboration-based marketing strategies involving third parties such as affiliates and influencers have a greater impact on purchasing decisions compared to conventional digital advertising, mainly due to higher credibility and social closeness.

From a consumer behavior perspective, the effectiveness of affiliate programs can be explained through the concepts of trust and social proof, where consumers tend to place greater trust in recommendations from individuals they perceive as relevant or experienced with the product. Research by Zhang et al. (2024) shows that recommendations from content creators or affiliates significantly influence consumer purchase intention, especially on social commerce platforms such as TikTok. This further strengthens the findings of this study that affiliate programs are a key factor in improving sales performance.

In addition, the success of affiliate programs is also closely related to the use of digital technology and data analytics in managing marketing campaigns. According to Wedel and Kannan (2023), the use of consumer behavior data enables companies to select the right affiliates and optimize performance-based marketing strategies. In the context of this study, the strong influence of affiliate programs on sales indicates that the implemented strategy has effectively utilized the potential of affiliate networks, both in terms of targeting and message delivery.

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The discussion regarding the simultaneous relationship between digital marketing strategies through advertising and affiliate programs and sales performance shows that both variables jointly have a significant effect on improving sales performance. Based on the simultaneous F-test results, the obtained F-value is 91.077 with a significance level of 0.000 (< 0.05), indicating that Advertising (X1) and Affiliate Program (X2) simultaneously have a significant influence on Sales Performance (Y). This suggests that although advertising does not show a significant effect individually, when combined with the affiliate program, both variables are able to contribute meaningfully to sales improvement. This finding is consistent with recent studies emphasizing that the combination of digital marketing strategies produces a stronger impact compared to a single approach (Dwivedi et al., 2023). Theoretically, this result aligns with the concept of integrated digital marketing, which highlights the importance of synergy among various digital marketing channels. According to Chaffey and Ellis-Chadwick, the effectiveness of digital marketing is not determined by a single strategy, but rather by the integration of multiple complementary strategies.

Furthermore, the coefficient of determination (R^2) value of 0.548 indicates that both independent variables simultaneously explain 54.84% of the variation in sales performance. This shows that more than half of the changes in sales performance are influenced by the combination of advertising and affiliate program strategies. This finding is in line with research by Wedel and Kannan, which states that the simultaneous use of multiple data-driven marketing strategies can improve campaign effectiveness and significantly impact business performance (Wedel & Kannan, 2023).

However, a more in-depth analysis reveals an interesting phenomenon in this study, namely an imbalance in the contribution of the two independent variables. The affiliate program has a much more dominant influence compared to advertising, as shown in the partial test results. This condition indicates that although both variables are significant simultaneously, the main driving force of the model is largely determined by the affiliate program. This finding is supported by recent research by Campbell and Farrell, which shows that trust-based marketing strategies such as affiliate and influencer marketing have a greater impact on purchasing decisions compared to traditional digital advertising (Campbell & Farrell, 2023).

From a consumer behavior perspective, the combination of advertising and affiliate programs can create a complementary effect. Advertising plays a role in increasing awareness and reaching a broader audience, while affiliate programs function to build trust and drive conversion. Research by Zhang et al. (2024) shows that consumers

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generally go through two main stages in the purchasing process: the awareness stage, which is influenced by advertising, and the decision stage, which is more strongly influenced by social recommendations. Thus, although advertising is not significant in the partial test, its presence still contributes to strengthening the overall effectiveness of marketing strategies.

In addition, within the context of data-driven marketing, the synergy between advertising and affiliate programs can also be optimized through the utilization of consumer data. According to Kumar et al. (2022), integrating data from multiple marketing channels enables companies to gain a more comprehensive understanding of consumer behavior and design more effective strategies. In this study, the significant simultaneous results indicate that the combination of both strategies is able to generate a greater impact compared to when they are used separately, even though the contribution of each variable differs.

Overall, the findings from the three discussions in this study provide a significant contribution to the development of digital marketing science, particularly in the context of e-commerce and social commerce. First, the result showing that digital advertising has no significant relationship with sales performance offers a new perspective that differs from classical theoretical assumptions, which traditionally position advertising as the primary driver of sales. This finding strengthens the argument in recent literature that the effectiveness of digital advertising is increasingly contextual and no longer universal in nature. Therefore, this study contributes to shifting the paradigm from exposure-based marketing to conversion-based marketing.

This study also makes an important contribution by demonstrating that the affiliate program has a very strong and dominant influence on sales performance. This finding reinforces the concept of trust-based marketing and social influence, which has developed significantly in recent years. However, the novelty of this study lies in its strong empirical evidence within specific platforms such as Shopee and TikTok, which have still been relatively underexplored in academic research. Therefore, this study not only strengthens existing theories but also extends their application to a more contemporary and relevant digital commerce context.

Another key contribution is the finding that, simultaneously, the combination of advertising and affiliate strategies still has a significant effect on sales performance, even though each variable shows different strengths when examined separately. This provides a new perspective on the importance of synergy in digital marketing strategies, where effectiveness is not determined by a single dominant variable, but by the interaction

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between strategies within a unified marketing ecosystem. Thus, this study enriches the literature by proposing an integrative approach to digital marketing, while also providing an empirical foundation for developing more adaptive, collaborative, and data-driven marketing models in today's digital era.

CONCLUSION

Based on the research conducted, it can be understood that the relationship between digital marketing strategies through advertising and sales performance shows a positive direction; however, it is not strong enough to produce a significant effect. This means that, within the context of this study, digital advertising has not been able to serve as the main driver of sales improvement. In contrast, the digital marketing strategy through the affiliate program shows much stronger and statistically significant results, making it the primary contributing factor to the increase in sales performance. Meanwhile, when both strategies are combined, the results still indicate a significant effect on sales performance, although the dominant contribution remains from the affiliate program.

These findings provide a clear insight for companies in designing future digital marketing strategies. In the context of e-commerce and social commerce, affiliate strategies have proven to be more effective in driving purchases because they build consumer trust through third-party endorsements. On the other hand, digital advertising still plays an important role, particularly in increasing consumer awareness of products. Therefore, these two strategies should not be separated but rather integrated appropriately so that they can complement each other. In other words, an integrated and data-driven digital marketing approach is essential in responding to changing consumer behavior in today's digital era.

However, this study also has several limitations that should be acknowledged. The research was conducted on only one company, namely PT Dua Sahabat Mendunia in Malang City, meaning that the results may not fully represent broader conditions. In addition, the variables used were limited to only two digital marketing strategies, and thus did not include other factors that may also influence sales performance, such as product quality, pricing, and market conditions. The limited data period is also another consideration. Therefore, future research is expected to involve more research objects, include a wider range of variables, and apply more comprehensive analytical approaches in order to obtain deeper and more generalizable findings.

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