The Effect Of Electronic Word Of Mouth (E-Wom), Live Commerce (Live Shopping), And Affilate Marketing On Purchase Decisions With Purchase Interest As An Intervening Variable

Putri Rahmawati[1]*, Ekky Fauzan Maulana[2]

[1] Universitas Widyatama, Indonesia
[2] Universitas Widyatama, Indonesia
*Corespondence email: rahmawatiputri193@gmail.com, ekky.fauzan@widyatama.ac.id

ARTICLE INFO	ABSTRACT
	This research aims to analyze the influence of Electronic Word of Mouth (E-WOM), Live Commerce, and Affiliate Marketing on purchase decisions, with purchase interest as an intervening variable. The study employs a quantitative approach with a survey method targeting active Shopee users in Cimahi City. The analytical technique utilized is Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results demonstrate that E-WOM significantly influences both purchase interest and purchase decisions. Purchase interest also proves to have a significant impact on purchase decisions, thus functioning as an intervening variable. Meanwhile, Live Commerce and Affiliate Marketing do not exhibit significant direct effects on either purchase interest or purchase decisions. The R^2 values for purchase interest and purchase decision are 0.593 and 0.621 respectively, indicating the research model possesses good predictive capability. The implications of these findings suggest that E-WOM strategies play a dominant role in influencing consumer behavior on e-commerce platforms. Companies are advised to optimize digital communication strategies based on customer reviews and testimonials to enhance purchase interest and decisions.

1. INTRODUCTION

The development of information and communication technology, particularly the internet, has driven significant transformation in commercial

activities and consumer behavior in the digital era. The internet has become not only a communication medium but also a primary means for economic activities, including online transactions for goods and services. Data from the Indonesian Internet Service Providers Association (APJII, 2024) reveals that internet penetration in Indonesia has reached 79.5%, reflecting the increasing adoption of digital lifestyles by society. This creates substantial opportunities for e-commerce growth and increasingly innovative and interactive digital marketing strategies. One e-commerce platform that has successfully leveraged this trend is Shopee. As one of Indonesia's largest marketplaces, Shopee implements various digital marketing strategies to attract consumer interest and purchase decisions. Three prominent strategies in this regard are electronic word of mouth (e-WOM), live commerce, and affiliate marketing. These not only function as marketing communication channels but also serve as tools to shape consumer perceptions, trust, and loyalty in a more personal and participatory manner.

Electronic word of mouth (e-WOM) has become an essential instrument in shaping digital public opinion. Modern consumers tend to place greater trust in reviews, testimonials, and recommendations from fellow internet users compared to conventional advertisements. According to Hennig-Thurau et al. (2004), e-WOM represents any positive or negative statement about a product or service made by consumers and disseminated through internet media. The high level of trust in information from fellow consumers makes e-WOM one of the key factors influencing purchase interest and decisions. Meanwhile, **live commerce** offers a more interactive and engaging shopping experience through live broadcasts that allow consumers to view products in real-time, ask questions to hosts or sellers, and make immediate purchases. This model combines aspects of entertainment, interactivity, and emotional involvement not possessed by conventional e-commerce. Chen et al. (2021) demonstrated that live commerce can significantly enhance consumer engagement and build trust, thereby encouraging purchase decisions.

Additionally, affiliate marketing plays an important role as a performance-based strategy, where third parties (affiliates) earn commissions based on specific consumer actions that come through their links. This strategy enables promotional reach expansion through affiliate networks such as influencers, bloggers, or content creators with loyal audiences. The effectiveness of affiliate marketing in reaching certain market segments and increasing purchase conversions has been extensively proven in previous studies (Mulyani, 2021; Laudon & Traver, 2021). Although these three strategies have been widely implemented, the relationship between e-WOM, live commerce, and affiliate marketing on consumer purchase decisions, particularly with purchase interest as an intervening variable, has not been

comprehensively studied in a local context. Most previous research has only addressed each variable partially without examining the interconnections and simultaneous influences among these variables within an integrated research model.

However, research simultaneously testing these three variables (e-WOM, live commerce, affiliate marketing) with purchase interest as an intervening variable in influencing purchase decisions, especially with Shopee as the dominant e-commerce platform in Indonesia, remains limited. Therefore, this research is conducted to fill the literature gap and contribute to understanding digital marketing strategies in enhancing consumer purchase decisions. This research is titled: *"The Effect of E-WOM, Live Commerce, and Affiliate Marketing on Purchase Decisions with Purchase Interest as an Intervening Variable."*

2. LITERATURE REVIEW

E-WOM provides higher market transparency and enables consumers to actively influence products and prices (Park and Kim, 2008). Kaplan (2020) identified several key factors driving e-WOM, including brand ownership feelings, personal reputation, and intentions to help fellow consumers. Nugraha (2018) mentioned that e-WOM is now considered more effective than personal selling and traditional advertising because it has a significant influence in forming suggestions and purchase decisions. Goldsmith (2018) also affirmed that humans naturally enjoy sharing their experiences, which, when widely distributed, can trigger viral marketing. In this context, marketers can leverage interpersonal networks to organically spread brand messages.

Live shopping or live commerce represents an innovative form of e-commerce that integrates live streaming with interactive online shopping activities. This model allows consumers to watch product demonstrations in real-time, interact directly with sellers or influencers, and make purchases in one integrated session. According to Chen et al. (2021), *"Live commerce is a marketing model that integrates live streaming with e-commerce, allowing consumers to watch product demonstrations in real time, interact with hosts, and make purchases instantly."* This definition emphasizes the importance of visual experience and direct involvement in the purchase process. Live commerce is not merely a form of digital transaction but also creates a shopping experience that is social, emotional, and based on direct interaction. This model aligns well with the preferences of younger generation consumers who are accustomed to visual content and social media.

Affiliate marketing is a performance-based digital marketing strategy involving cooperation between companies and third parties (affiliates) to

promote products or services. Affiliates receive compensation in the form of commissions for specific actions such as clicks, registrations, or purchases made through special reference links or codes shared by those affiliates. According to Mulyani (2021), **affiliate marketing is a results-based form of marketing** where third parties promote products and earn commissions from each successful transaction through affiliate links. Meanwhile, Laudon and Traver (2021) explain that affiliate marketing is a digital marketing strategy that provides compensation to affiliates for their contribution in directing potential consumers to make purchases. In practice, affiliate marketing involves three main components: **Merchants** (product or service owners), **Affiliates** (parties promoting products), and **Consumers** (product buyers). These three parties interact in a mutually beneficial digital ecosystem. This model is considered effective because it can significantly expand promotional reach, especially through social media and other digital platforms, while reducing promotional costs due to its commission-based system (pay-per-result).

Purchase interest is part of consumer behavior that reflects an individual's psychological tendency to buy a product or service. This interest emerges as a result of evaluation and consideration of a product. According to Kotler and Keller, purchase interest arises when consumers feel attracted to a product after receiving certain stimuli. Meanwhile, Engel views it as an intrinsic drive that influences attention toward products before making purchase decisions. Schiffman and Kanuk also state that purchase interest represents attitudes toward specific products or brands that reflect the desire to buy. Purchase interest can also be examined from various aspects. Schiffman and Kanuk elaborate that consumers will go through stages such as seeking product information, considering purchases, being interested in trying, wanting to know more, and ultimately wanting to own the product. This process explains how purchase interest forms gradually and rationally. Purchase interest indicators according to Kotler and Keller include: interest in the product, desire to try, information seeking, and desire to own the product. Meanwhile, Schiffman and Kanuk emphasize the consumer decision-making process from need recognition, information search, alternative evaluation, to the emergence of buying intention as a reflection of actual purchase interest.

Consumer purchasing decisions represent the culmination of a complex cognitive and emotional process where individuals evaluate whether acquiring a specific product will meet their expectations or present potential drawbacks. These decisions function as the driving mechanism behind how consumers navigate their purchasing choices in alignment with their specific requirements and preferences. Within the broader framework of consumer

behavior, purchasing decisions serve as a critical component that ultimately guides consumers toward the acquisition of goods or services. Various motivational factors exert influence on consumers during this decision-making journey. Typically, before finalizing a purchase, consumers engage in a preliminary assessment sequence.

This comprehensive evaluation protocol commonly initiates with the identification of key considerations affecting the desired outcome, followed by systematic organization, thorough analysis, and careful consideration of multiple options, culminating in the selection deemed most appropriate. Kotler and Armstrong (2015) conceptualize the consumer purchase decision as the act of selecting the most desirable brand, while noting that the path from purchase intention to actual purchase can be interrupted by two intervening variables. This comprehensive process encompasses problem recognition, information gathering about products or brands, detailed evaluation to address the identified issue, and ultimately arriving at a final purchase determination.

In this research, the conceptual framework is designed based on several references from previous studies. Thus, the researchers state that the variables Electronic Word Of Mouth (E-WOM) (X1), Live Streaming (X2), and Affiliate Marketing (X3) influence Purchase Decision (Y) with purchase interest as a mediating (intervening) variable.
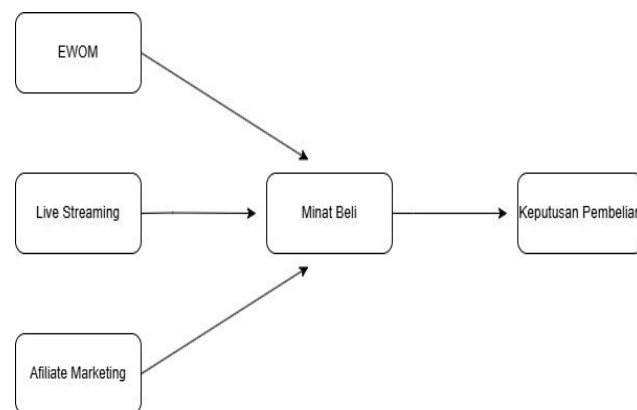

Figure 1. Conceptual Framework

3. METHODS

This research employs a quantitative approach with a survey method aimed at analyzing the influence of Electronic Word of Mouth (E-WOM), Live Commerce, and Affiliate Marketing on purchase decisions, with purchase interest as an intervening variable among Shopee users in Cimahi city. The quantitative approach was chosen for its ability to test relationships between

variables through statistical analysis based on numerical data, and to provide generalizations to the target population based on standardized measurements (Sugiyono, 2021). The research design used is causal research with an explanatory research approach, focusing on hypothesis testing regarding cause-effect relationships between variables in a structural model. This research was developed based on consumer behavior theories and digital marketing strategies, referencing relevant previous studies, and adapted to the context of e-commerce platforms in Indonesia.

Data sources used in this research are based on primary and secondary data. For primary data, the authors distributed questionnaires online using Google Forms to Shopee marketplace consumers who meet the criteria required for this research. For secondary data, the authors referred to supporting literature such as journals or books relevant to the research topic. The data collection technique used in this research is through questionnaire distribution. The distributed questionnaires contain several statements that need to be answered to provide relevant information. The authors determined the measurement scale using a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group toward a social phenomenon through 5 alternative answers: score 1 (Strongly Disagree), score 2 (Disagree), score 3 (Neutral), score 4 (Agree), and score 5 (Strongly Agree). This measurement scale facilitates respondents in answering questionnaires and helps authors collect data from respondents.

The population in this study consists of all active Shopee application users in the Cimahi city area. Samples were taken using purposive sampling technique, with inclusion criteria being Shopee users who have used the Live Commerce feature (Shopee Live), accessed product links through Affiliate Marketing programs, and provided online product reviews (E-WOM). The number of respondents was determined based on the minimum sample size consideration in Structural Equation Modeling (SEM), which is a minimum of 5-10 times the number of indicators in the research instrument. Data collection was conducted through online questionnaires distributed via social media, Shopee user communities, and digital affiliate networks. The questionnaire instrument was developed based on theoretical indicators validated through construct validity and internal reliability tests, using a five-point Likert scale.

The data analysis technique used in this research is Partial Least Square - Structural Equation Modeling (PLS-SEM), which is considered appropriate for testing complex structural models with latent variables and limited sample sizes (Hair et al., 2021). The analysis was performed using SmartPLS software. The hypotheses in this research are implicitly stated through the structural

model, where it is assumed that E-WOM, Live Commerce, and Affiliate Marketing directly and indirectly (through Purchase Interest) influence the Purchase Decisions of Shopee users. The external validity of the research is maintained by limiting the geographical area and e-commerce platform used, while internal validity is ensured through rigorous statistical tests of the measurement and structural models.

According to Sugiyono (2017:38), "Research variables are anything in any form determined by researchers to be studied so that information about it is obtained, then conclusions are drawn." The variables used in this research are as follows:

1. The independent variable symbolized by (X) is often referred to as a stimulus variable, predictor, antecedent, or in Indonesian often called the independent variable. Independent variables are variables that influence or cause changes or the emergence of the dependent variable (Sugiyono, 2017:39). In this research, the independent variables are Electronic Word of Mouth (X1), Live Commerce (X2), and Affiliate Marketing (X3).

2. The dependent variable symbolized by (Y) is often referred to as the output variable, criteria, and consequent. In Indonesian, it is often called the affected variable or the result, because of the independent variable (Sugiyono, 2017:39). In this research, the dependent variable is Purchase Decision (Y).

3. The Mediating or intervening variable symbolized by (Z) is a variable that theoretically affects the relationship between independent and dependent variables. This variable explains how and why independent variables can influence dependent variables (Sugiyono, 2017:40).

These variables are then developed into sub-variables derived in the form of indicators as guidelines for establishing statement or question items outlined in research instruments, namely questionnaires given to respondents. Methodological limitations in this research lie in the use of self-report data from online questionnaires that are vulnerable to respondent bias, as well as limited population representation because the sample is focused only on the Cimahi city area. Nevertheless, this quantitative approach remains relevant and adequate to explain the relationships between variables that are the main focus of the research, and provides an empirical basis for strategic decision-making in the field of digital marketing.

Operasionalisasi Variabel

This research utilizes five main variables: three independent variables (e-WOM, Live Commerce, and Affiliate Marketing), one intervening variable (Purchase Interest), and one dependent variable (Purchase Decision). Here is a brief explanation of each:

- **Electronic Word of Mouth (X1):** Measured through three indicators: completeness and usefulness of information in reviews, credibility of information sources, and the extent to which consumers follow e-WOM recommendations before buying.

- **Live Commerce (X2):** Measured through perceptions of social presence in live broadcasts, trust in streamers, and emotional value felt during watching live commerce.

- **Affiliate Marketing (X3):** Measured by consumer perceptions of affiliate promotion benefits (such as discounts/cashback), trust in influencers, and closeness to promoted brands.

- **Purchase Interest (Z):** Represents the psychological drive of consumers to buy, seen from functional value, social value, and emotional satisfaction when considering purchases.

- **Purchase Decision (Y):** Measured from four aspects: product/brand selection, time and quantity of purchase, payment method, and post-purchase evaluation and satisfaction.

4. RESULTS AND DISCUSSION

As explained in the methodology section, this research aims to analyze the influence of Electronic Word of Mouth (E-WOM), Live Commerce, and Affiliate Marketing on Purchase Decisions, with Purchase Interest as an intervening variable, among Shopee users in Cimahi city. All analyses were conducted using a quantitative approach based on Partial Least Square - Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results obtained are outputs from data processing and presented in the form of tables, graphs, and diagrams to facilitate interpretation and systematic and objective conclusion drawing.

1. Measurement Model Calculation (Outer Model)

The outer model testing aims to examine the relationship between latent variables and their indicators. The value of the loading factor shows how

strong the correlation is between indicators and latent variables. A loading factor value is considered reliable if its correlation value is above 0.5, indicating validity. Thus, it can be used for further analysis processes.

Table 1 : Loading Factor

Outer loadings - Matrix	AFF	EWOM	KEP	LIVE	MINAT
AFF1	0.787				
AFF2	0.889				
AFF3	0.911				
AFF4	0.794				
AFF5	0.760				
EWOM1		0.874			
EWOM2		0.887			
EWOM3		0.913			
EWOM4		0.735			
EWOM5		0.808			
KEP1			0.913		
KEP2			0.903		
KEP3			0.848		
KEP4			0.727		
KEP5			0.838		
LIVE1				0.882	
LIVE2				0.909	
LIVE3				0.945	
LIVE4				0.836	
MINAT1					0.889
MINAT2					0.877
MINAT4					0.880

source   : Data processed SmartPLS4 (2025)

Results of Outer Loading Analysis

Outer loading analysis is conducted to test the validity of indicators in reflecting the latent constructs of each variable. Outer loading illustrates how much each indicator contributes to the variable it represents. Based on criteria proposed by Hair et al. (2019), a good outer loading value is above 0.70, indicating that the indicator has adequate convergent validity.

The outer loading test results in this research show that all indicators from the five research variables—Electronic Word of Mouth (E-WOM), Live Commerce, Affiliate Marketing, Purchase Interest, and Purchase Decision—have outer loading values above 0.70. This indicates that all indicators used have met the convergent validity requirements and significantly reflect their respective constructs.

Thus, it can be concluded that all question items in this research questionnaire are declared valid and can be used for further analysis in the structural model.

Table SEQ Table * ARABIC 2 Validitas Konvergent (AVE)

Construct reliability and validity - Overview			
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AFF	0.887	0.901	0.917	0.690
EWOM	0.899	0.904	0.926	0.716
KEP	0.901	0.905	0.927	0.720
LIVE	0.916	0.933	0.941	0.799
MINAT	0.857	0.858	0.913	0.778

source   : Data processed SmartPLS4 (2025)

Average Variance Extracted (AVE). Assessment criteria refer to Hair et al. (2019), namely:

- Cronbach's Alpha and Composite Reliability > 0.70 indicate good construct reliability.

- AVE ≥ 0.50 indicates that convergent validity is fulfilled.

The accuracy in measuring the intended concept. This testing is done by examining the values of Cronbach's Alpha and Composite Reliability. The test results show that all constructs in this research meet the reliability and validity criteria. Based on these results, The analysis demonstrates that all constructs within this research framework possess superior structural consistency and aggregative validity, rendering them highly appropriate for subsequent structural model evaluation. The constructs have successfully met the established thresholds for reliability and validity metrics, providing a robust foundation for hypothesis testing. This methodological soundness ensures that any relationships identified between variables can be interpreted with confidence regarding the measurement quality of the underlying constructs.. Discriminant Validity Test Results (HTMT)

Discriminant validity is used to ensure that each construct in the research model is truly different from one another. One method used to test discriminant validity is the Heterotrait-Monotrait Ratio (HTMT), as developed by Henseler et al. (2015). An HTMT value less than 0.90 indicates that discriminant validity has been fulfilled.

Table 3. Validity Diskriminant Test

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix					
	AFF	EWOM	KEP	LIVE	MINAT
AFF					
EWOM	0.516				
KEP	0.507	0.807			
LIVE	0.527	0.318	0.415		
MINAT	0.439	0.864	0.812	0.376	

source : Data processed SmartPLS4 (2025)

According to the HTMT analysis conducted in this study, all inter-construct relationship values were found to be under the 0.90 threshold, demonstrating that each construct maintains adequate discriminant validity. This confirms that the constructs in our research model are sufficiently distinct from one another and indicates the absence of any problematic multicollinearity between the measured variables.

Construct Reliability and Validity Test

Construct reliability and validity testing is conducted to ensure that the indicators used in this research truly measure the intended variables consistently and accurately. Three main measures are used in this testing: **Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE).**

Based on the results displayed in the table, all constructs in the model have Cronbach's Alpha values above 0.70, indicating that all indicators in one variable have good internal consistency. The Composite Reliability values (both rho_A and rho_C) are also all above the threshold of 0.70, indicating that these constructs are reliable. Meanwhile, the Average Variance Extracted (AVE) values of each construct are above 0.50, meaning convergent validity has also been fulfilled.

1. Inner Model Testing

Table 4 Path Coefficient

Path coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AFF -> KEP	0.086	0.092	0.077	1.108	0.268
AFF -> MINAT	-0.010	-0.001	0.087	0.116	0.907
EWOM -> KEP	0.390	0.380	0.129	3.017	0.003
EWOM -> MINAT	0.726	0.709	0.092	7.874	0.000
LIVE -> KEP	0.103	0.107	0.076	1.355	0.176
LIVE -> MINAT	0.133	0.138	0.073	1.819	0.069
MINAT -> KEP	0.357	0.361	0.155	2.308	0.021

source : Data processed SmartPLS4 (2025)

Path Coefficient Analysis Results

Path analysis is conducted to determine the direct influence between latent variables in the structural model. Testing is done by examining path coefficient values, T-statistic values, and significance values (p-values). Relationships between variables are considered significant if they have **T-statistic values > 1.96 and p-values < 0.05.**

The analysis results show that of the seven relationships tested, only three relationships are statistically significant, namely:

1. **Consumer evaluations shared online (E-WOM)** demonstrate a noteworthy impact on Purchase Decision, as evidenced by a correlation coefficient of 0.390, T-statistic measuring 3.017, and significance level of 0.003. These findings suggest that enhanced quality of digital consumer testimonials corresponds with heightened purchasing behavior.

2. **E-WOM exhibit** substantial influence on Purchase Interest formation, with statistical measurements revealing a coefficient of 0.726, T-statistic reaching 7.874, and significance level of 0.000. This analysis confirms that online consumer reviews play a crucial role in shaping potential buyers' inclination toward products.

3. **Purchase Interest significantly influences Purchase Decision,** with a coefficient of **0.357**, T-statistic of 2.308, and p-value of **0.021**. This finding supports the role of purchase interest as an intervening variable in the research model.

Meanwhile, several other paths do not show significant influence:

- **Affiliate Marketing does not directly influence Purchase Decision** (coefficient = 0.086; p = 0.268) or **Purchase Interest** (coefficient = -0.010; p = 0.907). This indicates that affiliate marketing strategies on the studied platform are not yet effective in directly influencing consumers.

- **Live Commerce also does not significantly influence Purchase Decision** (coefficient = 0.103; p = 0.176). Although the influence of Live Commerce on Purchase Interest has a positive direction (coefficient =

0.133), its value is **not statistically significant** (p = 0.069), though it approaches the threshold.

Based on these results, it can be concluded that Electronic Word of Mouth (E-WOM) is the most dominant factor in influencing consumer behavior, both directly on purchase decisions and indirectly through the formation of purchase interest. Additionally, Purchase Interest proves to be a significant intervening variable, especially in bridging the influence of e-WOM on purchase decisions.
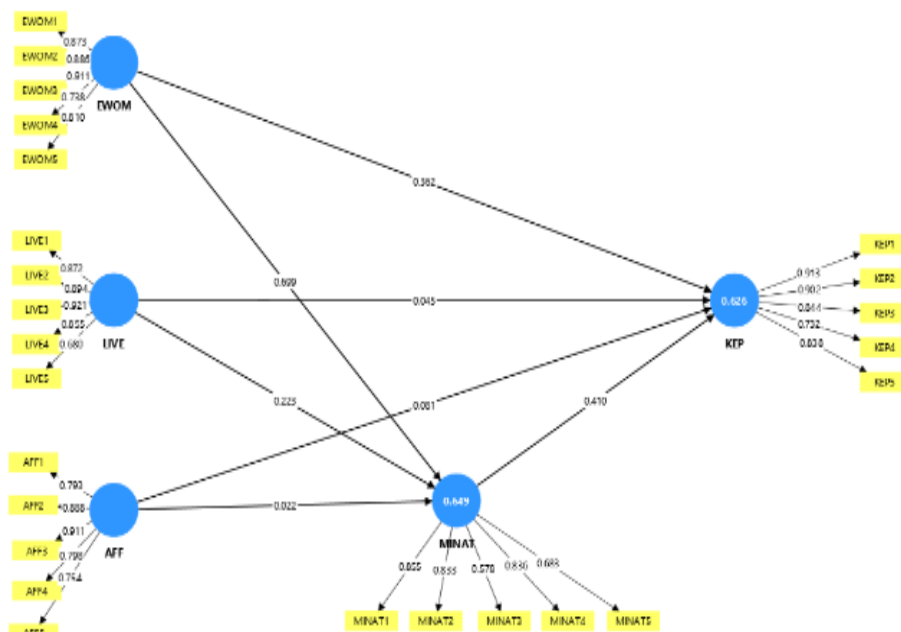

Figure 1 Boothstraping Test Result
source   : Data processed SmartPLS4 (2025)

Bootstrapping Analysis Results

The structural visualization presented illustrates the outcome of bootstrap analysis conducted on our conceptual framework utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) techniques. This analytical representation delineates the interconnections among constructs, displaying numerical path coefficients and their corresponding statistical significance levels (p-values) for each hypothesized relationship.

R-Square Values

1) Purchase Interest (MINAT) has an R² value of 0.593, meaning 59.3% of purchase interest variation can be explained by e-WOM, Live Commerce, and Affiliate Marketing variables.Purchase Decision (KEP

2) Purchase Decision (KEPUTUSAN) has an R² value of 0.568, indicating that 56.8% of the purchase decision variation can be explained by e-WOM, Live Commerce, Affiliate Marketing, and Purchase Interest variables.

These R² values indicate that the model has moderate-to-good explanatory power for both endogenous variables. However, there is still around 40% of variation in purchase interest and purchase decisions that is explained by other factors not included in this research model.

4. CONCLUSION

Variable Relationships Analysis:

- **Electronic Word of Mouth → Consumer Purchasing Decisions** correlation value = 0.390, statistical significance = 0.003 Statistically meaningful. Consumer-generated online reviews and recommendations exhibit a substantial positive correlation with final buying behaviors.

- **Electronic Word of Mouth to** Purchase Intention Statistical value = 0.726, significance level = 0.000 The analysis reveals an exceptionally strong connection. Consumer digital testimonials and online reviews demonstrate substantial impact on prospective buyers' inclination to consider product acquisition.

- **Purchase Interest → Purchase Decision** Coefficient = 0.357, p-value = 0.021 Significant, establishing purchase interest as an essential bridge in the consumer decision process.

- **Affiliate Marketing → Purchase Decision** Coefficient = 0.086, p-value = 0.268 Non-significant. Affiliate marketing strategies currently show limited direct impact on purchase decisions.

- **Affiliate Marketing → Purchase Interest** Coefficient = -0.010, p-value = 0.907 Non-significant with a negative direction, suggesting affiliate marketing does not effectively influence purchase interest.

- **Live Commerce → Purchase Decision** Coefficient = 0.103, p-value = 0.176 Non-significant, indicating minimal impact of live commerce on purchase decisions.

- **Live Commerce → Purchase Interest** Coefficient = 0.133, p-value = 0.069 Approaching significance but exceeding the 0.05 threshold, thus not yet considered substantially influential.

Visual Analysis Conclusions

Based on the diagram and bootstrapping results, we can draw the following conclusions:

- E-WOM emerges as the predominant factor influencing both purchase interest and purchase decisions among consumers.

- Purchase Interest functions as a significant mediating variable, effectively bridging the influence of E-WOM on purchase decisions.

- Conversely, both Affiliate Marketing and Live Commerce have yet to demonstrate significant direct influence on either purchase interest or purchase decisions in the current model.

6. REFERENCES

Chen, Y., Wang, R., & Sun, H. (2021). *The effect of live streaming commerce on consumer engagement: A study of real-time interaction and trust.* Journal of Retailing and Consumer Services, 61, 102505. https://doi.org/10.1016/j.jretconser.2020.102505

Goldsmith, R. E. (2018). *Electronic word-of-mouth (eWOM) in online consumer behavior: An emerging phenomenon.* Journal of Internet Commerce, 17(2), 96–114.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Thousand Oaks: Sage Publications.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). *Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?* Journal of Interactive Marketing, 18(1), 38–52.

Kaplan, A. M. (2020). *User-generated content, electronic word of mouth, and customer engagement: The marketing revolution in the digital era*. Journal of Business Research, 116, 243–247.

Kotler, P., & Armstrong, G. (2015). *Principles of Marketing* (16th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

Laudon, K. C., & Traver, C. G. (2021). *E-commerce: Business, Technology, Society* (16th ed.). Pearson Education.

Mulyani, S. (2021). *Pengaruh Affiliate Marketing terhadap Keputusan Pembelian di Marketplace Shopee*. Jurnal Ilmu Ekonomi dan Bisnis Islam, 3(2), 112–122.

Nugraha, R. (2018). *Pengaruh Electronic Word of Mouth terhadap Minat Beli Konsumen di Media Sosial*. Jurnal Riset Manajemen dan Bisnis, 13(1), 25–35.

Park, D.-H., & Kim, S. (2008). *The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews*. Electronic Commerce Research and Applications, 7(4), 399–410.

Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. (2021). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D* (Edisi Terbaru). Bandung: Alfabeta.