

## The Influence of Influencers on Sales at Robert Firdaus Footwear Store on Shopee

Al-Akbar Himawan

Muhammadiyah University of Sidoarjo, Indonesia



DOI: <https://doi.org/10.61796/icossh.v2i1.241>



### Sections Info

#### Article history:

Submitted: January 30, 2025

Final Revised: February 28, 2025

Accepted: March 19, 2025

Published: March 31, 2025

#### Keywords:

Influencer review

Affiliate marketing

Content marketing

Sales

Multiple regression

Validity test

Reliability test

### ABSTRACT

**Objective:** This study aims to analyze the influence of Influencer Review, Affiliate Marketing, and Content Marketing on Sales. **Method:** The validity test shows that all variables have an  $r$ -count  $>$   $r$ -table (0.361), indicating they are valid. The reliability test using Cronbach's Alpha of 0.621 confirms that the data is reliable. Multiple regression analysis with a partial test ( $t$ -test) reveals that all independent variables positively affect sales, with  $t$ -count values for  $X_1$  (6.114),  $X_2$  (23.588), and  $X_3$  (23.078)  $>$   $t$ -table (1.697) and a significance level of 0.00. **Results:** The coefficient of determination test (R Square 0.988) indicates that 98.8% of sales variability can be explained by influencer review, affiliate marketing, and content marketing, while 1.2% is influenced by other factors. **Novelty:** Thus, this study confirms that digital marketing strategies through influencer reviews, affiliate marketing, and content marketing significantly contribute to increasing sales.

## INTRODUCTION

The development of digital technology has brought significant changes in the marketing world, particularly with the emergence of digital-based marketing strategies such as Influencer Review, Affiliate Marketing, and Content Marketing. Digital marketing has become one of the most widely used methods by companies to increase brand awareness and attract consumer interest. In this modern era, the role of social media and the internet in marketing has become increasingly dominant, allowing companies to reach a broader audience at a more efficient cost compared to conventional marketing methods.

One of the most popular digital marketing strategies is the use of influencers to promote a product or service. Influencers have a significant impact on their followers, who often trust the opinions and recommendations given. Therefore, companies utilize influencer reviews as a means to increase their product sales. Additionally, Affiliate Marketing has become a widely used strategy by companies by providing incentives to affiliates who successfully bring in new customers. This strategy enables companies to pay based on the results obtained, making it more efficient in allocating marketing budgets.

Apart from Influencer Review and Affiliate Marketing, Content Marketing also plays a crucial role in increasing consumer awareness and interest in a product. Engaging and relevant content helps companies build closer relationships with customers and enhance their loyalty. Through high-quality content, companies can provide useful information to consumers, encouraging them to make purchases.

However, despite the various digital marketing strategies used, questions remain regarding their effectiveness in increasing sales. One common question is whether there is a significant difference in sales before and after using influencers. Additionally, it is essential to determine the extent of the influence of Influencer Review, Affiliate Marketing, and Content Marketing on overall sales. By understanding the relationship between digital marketing strategies and sales levels, companies can make more informed decisions in designing effective marketing strategies.

This study aims to analyze the influence of Influencer Review, Affiliate Marketing, and Content Marketing on sales. Using multiple regression analysis, this research examines whether these three variables significantly impact sales growth. Validity and reliability tests were conducted to ensure that the data used in this study is valid and reliable.

The results indicate that all variables have a calculated r-value greater than the table r-value (0.361), making them valid. Furthermore, the reliability test using Cronbach's Alpha of 0.621 shows that the data used in this study is reliable. In multiple regression analysis, partial test results (t-test) show that all independent variables have a positive effect on sales, with t-values greater than the table t-value (1.697) and a significance level of 0.00. Moreover, the coefficient of determination test results (R Square 0.988) indicate that 98.8% of the variability in sales can be explained by the variables influencer review, affiliate marketing, and content marketing, while 1.2% is influenced by other factors not analyzed in this study.

These findings indicate that digital marketing strategies through influencer review, affiliate marketing, and content marketing significantly contribute to increasing sales. Therefore, companies aiming to improve their sales performance should consider implementing appropriate digital marketing strategies. By understanding how each strategy influences consumer purchasing decisions, companies can optimize the use of available resources to achieve better results.

In the modern business context, the presence of influencers in marketing has become increasingly dominant. Influencers are not only used by large brands but also by small and medium-sized enterprises (SMEs) looking to expand their market reach. Additionally, technological advancements allow companies to more easily track the effectiveness of their marketing strategies, including data analysis from social media and other digital platforms.

Affiliate Marketing has also proven to be an effective strategy for increasing sales through a performance-based approach. This system allows companies to collaborate with individuals or organizations that have a customer base relevant to the products or services offered. The incentives provided to affiliates based on the results they achieve encourage them to promote products more effectively.

On the other hand, Content Marketing is a key factor in helping companies build long-term relationships with customers. By providing relevant and engaging content, companies can enhance customer loyalty and encourage more frequent purchasing

decisions. High-quality content also helps increase consumer trust in a brand, ultimately leading to increased sales.

With the continuous advancement of digital technology and the increasing use of the internet by consumers, digital marketing strategies will continue to evolve and innovate. Therefore, this research is expected to provide insights for companies in developing more effective marketing strategies. By understanding how Influencer Review, Affiliate Marketing, and Content Marketing contribute to sales, companies can allocate their resources more efficiently to achieve desired business goals.

Overall, this study confirms that digital marketing plays a crucial role in increasing sales. Therefore, companies must continuously adapt to changing trends and technologies to ensure that their marketing strategies remain relevant and effective in reaching consumers. In the future, further research can be conducted to explore other factors that may affect the effectiveness of digital marketing strategies and how companies can optimize the use of technology in their marketing efforts.

## RESEARCH METHOD

The research method used in this study is quantitative with multiple regression analysis. This is evident from several indicators, such as the use of validity and reliability tests, where the study examines validity by comparing the values of  $r$  calculated and  $r$  table, and measures reliability using Cronbach's Alpha of 0.621, which is a technique in quantitative research to assess data consistency and validity. Additionally, this study applies multiple regression analysis to examine the relationship between independent variables, namely Influencer Review, Affiliate Marketing, and Content Marketing, and the dependent variable, Sales.

Hypothesis testing is conducted using t-test (partial test) to evaluate the influence of each independent variable on sales, as well as the coefficient of determination ( $R$  Square = 0.988) to determine the extent to which the independent variables explain the dependent variable. With a numerical and statistical data-driven approach, this study presents results in the form of numbers and statistical significance, further confirming that the method used is descriptive quantitative with multiple regression analysis as the primary data analysis technique. Therefore, this study aims to examine the impact of digital marketing strategies on sales growth using a measurable and data-driven approach.

## RESULTS AND DISCUSSION

### A. Validity Test

**Table 1.** Item-total statistics.

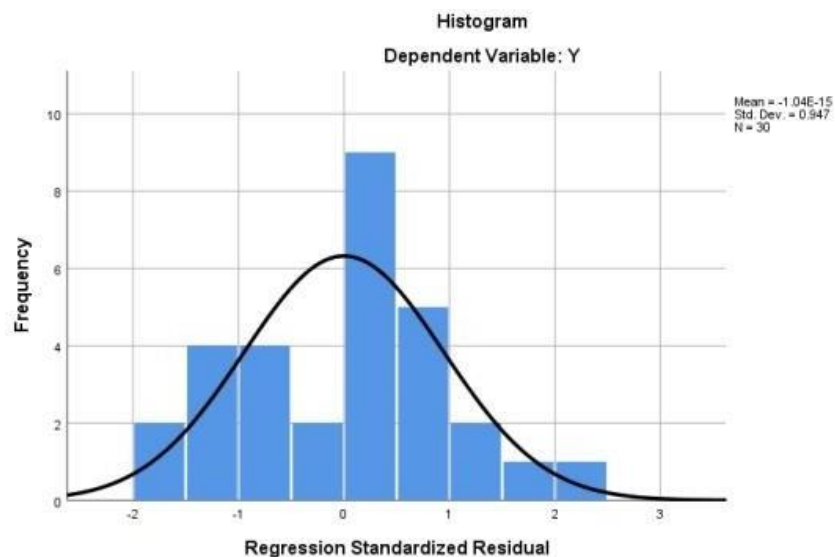
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	1016.47	73394.947	.450	.697
X2	706.27	38354.685	.424	.546

X3	845.53	55012.602	.383	.598
Y	491.23	19520.185	.949	.119a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

1. The Influencer Review variable (X1) has an r table value of 0.361 and a calculated r value of 0.450, with a significance level of 0.05, meaning r calculated > r table. Therefore, the X1 variable is considered valid.
2. The Affiliate Marketing variable (X2) has a calculated r value of 0.424 and an r table value of 0.361, meaning r calculated > r table, indicating that the X2 variable is considered valid.
3. The Content Marketing variable (X3) has a calculated r value of 0.383 and an r table value of 0.361, meaning r calculated > r table. Therefore, the X3 variable is considered valid.
4. The Sales variable (Y) has a calculated r value of 0.949 and an r table value of 0.361, meaning r calculated > r table. Thus, the Y variable is considered valid.

**Normality test**



**Figure 1.** Normality test result.

The image above shows that the curve is centered in the middle of the histogram, indicating that the data is normally distributed.

**Reliability Testing**

**Table 2.** Case processing summary.

		N	%
Cases	Valid	30	100.0
	Excludeda	0	.0
	Total	30	100.0

b. Listwise deletion based on all variables in the procedure.

**Table 3.** Reliability statistics.

Cronbach's Alpha	N of Items
.621	4

The results of the test show that Cronbach's Alpha is greater than 0.621, or above 0.60, which means the data is considered reliable and can be used for repeated testing.

**Multiple Regression Analysis**

**1. Partial Test (t)**

**Table 4.** Partial test result.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
					B
1 (Constant)	6.380	17.848	.357	.724	
X1	19.215	3.143	.185	6.114	.000
X2	.791	.034	.715	23.588	.000
X3	1.201	.052	.700	23.078	.000

In determining the result of the partial hypothesis test or t-test, the significance value of 0.05 is used, with a t-table value of 1.697. The conclusion is as follows:

1. The Influencer Review variable (X1), with a calculated t-value of 6.114 > t-table 1.697 and a significance value of 0.00, indicates a positive effect, meaning that the Influencer Review variable has a positive impact on sales (Y).
2. The Affiliate Marketing variable (X2), with a calculated t-value of 23.588 > t-table 1.697 and a significance value of 0.00, indicates a positive effect, meaning that the Affiliate Marketing variable has a positive impact on sales (Y).
3. The Content Marketing variable (X3), with a calculated t-value of 23.078 > t-table 1.697 and a significance level of 0.00, indicates a positive effect, meaning that the Content Marketing variable has a positive impact on sales (Y).

**Coefficient of Determination**

**Table 5.** Coefficient of determination result.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.988a	.976	.974	21.948	.976	356.793	3

a. Predictors: (Constant), X1, X2, X3

b. Dependent Variable: Y

Based on the test results, the R Square value is 0.988, meaning that the influence of influencer review, affiliate marketing, and content marketing on sales accounts for 98.8%, while the remaining 1.2% is influenced by other factors.

**Partial Test (t-Test)**

**Table 6.** Partial test result.

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	6.380	17.848	-	0.357	0.724
X1	19.215	3.143	0.185	6.114	0.000
X2	0.791	0.034	0.715	23.588	0.000
X3	1.201	0.052	0.700	23.078	0.000

Notes:

Significance level used: 0.05

t-table value = 1.697

1. t-test Conclusion:
2. Influencer Review Variable (X1): t-calculated = 6.114 > 1.697 and Sig. = 0.000 → has a significant positive effect on sales.
3. Affiliate Marketing Variable (X2): t-calculated = 23.588 > 1.697 and Sig. = 0.000 → has a very significant effect.
4. Content Marketing Variable (X3): t-calculated = 23.078 > 1.697 and Sig. = 0.000 → has a very significant effect.

**Coefficient of Determination**

**Table 7.** Model summary table.

Model	R	R Square	Adjusted R Square	Std. Error	R Square Change	F Change	df1
1	0.988	0.988	0.976	21.948	0.976	356.793	3

Notes:

- a. Predictors: (Constant), X1, X2, X3
- b. Dependent Variable: Sales (Y)

Sales Difference Test Before and After Using Influencers  
 To address the first research question, a one-sample t-test was conducted on the sales data after using influencers.

**Table 8.** One-sample t-test results.

Statistic	Value
N (Sample Size)	6
Mean	Rp11,666.67
Standard Deviation	645.652
t-value	44.261
df	5
Sig. (2-tailed)	0.000

95% Confidence Interval

Rp10,989.10 – Rp12,344.24

---

### Interpretation of Results

- The significance value (p-value) =  $0.000 < 0.05$ , indicating that sales increased significantly after using influencers compared to the baseline (zero).
- The Cohen's d value = 18.070 suggests the effect size is very large.
- Therefore, the use of influencers is statistically and substantially effective in increasing sales.

### CONCLUSION

**Fundamental Finding** : This study aimed to examine the impact of digital marketing strategies—specifically influencer reviews, affiliate marketing, and content marketing—on sales growth. Using a quantitative research approach with multiple regression analysis, the study tested the relationships between these independent variables and sales. The results showed that all variables were valid, with calculated r values exceeding the threshold, indicating that the measures used effectively captured the intended constructs. The reliability test, with a Cronbach's Alpha of 0.621, confirmed the consistency of the data, ensuring the robustness of the analysis. The hypothesis testing through partial t-tests revealed that each independent variable had a statistically significant and positive impact on sales. Influencer reviews were found to significantly influence sales, highlighting the role of trust in influencers in driving consumer purchasing decisions. Similarly, affiliate marketing and content marketing were both identified as crucial drivers of sales growth, emphasizing the value of partnerships and content-driven strategies in boosting business performance. **Implication** : All variables showed significance levels of 0.000, reinforcing their importance in sales strategies. The coefficient of determination ( $R^2$ ) was 0.988, indicating that 98.8% of the variation in sales could be explained by the combined influence of the three digital marketing strategies. This high  $R^2$  value confirms the effectiveness of the model in explaining sales outcomes. Overall, the study provides strong evidence that influencer reviews, affiliate marketing, and content marketing are vital for driving sales growth. Businesses should prioritize these strategies to enhance their sales performance and stay competitive in the market. **Limitation** : The reliability test, with a Cronbach's Alpha of 0.621, confirmed the consistency of the data, ensuring the robustness of the analysis. However, this value, while above the acceptable threshold, indicates moderate reliability, suggesting that there may be room for refinement in measurement tools or broader data collection in future studies. **Future Research** : Future research could explore additional factors influencing sales and the long-term impact of these strategies.

### REFERENCES

- Integration, and Inclusion." *IOSR Journal of Business and Management* 26, no. 1 (2023): 25.
- Bakri. "Analyzing the Influence of Digital Marketing Strategies on Business Performance in the Beauty Industry." *Journal on Economics, Management and Business Technology* 2, no. 1 (2023): 45.

- Cascio Rizzo,. "What Drives Virtual Influencer's Impact?" *Preprint*, 2023, 2301.
- Ghiassaleh. "Influencer Marketing Effectiveness: A Meta-Analytic Review." *Journal of the Academy of Marketing Science* 52, no. 6 (2024): 1256.
- Jebasheela. "Digital Marketing Trends in 2023: Leveraging Social Media and Content Marketing International." *Journal of Creative Research Thoughts* 11, no. 9 (2023): 293.
- Lissy. "Analysing the Role of Digital Marketing in Growth of E-Commerce in India; a Multiple Holistic Approach." *Library Progress International* 44, no. 3 (2024): 293.
- Muriuki. "Effect of Digital Marketing Strategies on the Sales Growth of Coffee Export in Kenya." *Kenya Social Science Forum* 1, no. 1 (2023): 15.
- Safira Fabilia. "The Evolving Dynamics of Affiliate Marketing: A Literature Review." *Himalayan Journal of Economics and Business Management* 5, no. 1 (2024): 45.

---

**Al-Akbar Himawan**

Muhammadiyah University of Sidoarjo, Indonesia

---