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Analysis of the Role of Shopee Affiliate Programs and Prices on Students' Purchase Intentions in the Context of Digital Entrepreneurship at Universitas Negeri Makassar

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Abstract: This study aims to analyze the influence of the Shopee affiliate program and pricing on students' purchase intentions in the context of digital entrepreneurship at Universitas Negeri Makassar. This study uses a quantitative approach. The sampling method used was purposive sampling with a sample size of 61 respondents. Data collection was carried out by distributing questionnaire links to students. Data analysis techniques used included instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination, processed using SPSS version 27 software. The results show that the Shopee affiliate program has a positive and significant effect on students' purchase intentions. In addition, pricing also has a positive and significant effect on students' purchase intentions. Simultaneously, the Shopee affiliate program and pricing have a positive and significant effect on students' purchase intentions. These findings indicate that appropriate affiliate program and pricing strategies can increase students' purchase intentions and strengthen the role of e-commerce platforms in supporting the development of the digital entrepreneurship ecosystem.

Keywords: Affiliate; Digital Entrepreneurship; Price; Purchase Intention; Students.



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A. Introduction

Along with the development of the era, technology has developed rapidly to meet human needs for communication and the fast delivery of information (Erifiyanti et al., 2023). This has resulted in high human mobility, which in turn encourages people to seek practical and instant solutions (Widayati et al., 2019). Consequently, various brands are competing to offer convenient sales systems that are practical and beneficial for consumers in order to attract public interest in the products offered.

The shift in students' shopping behavior toward digital platforms demands the integration of adaptive online marketing strategies. As emphasized by Makarateng et al. (2026), the optimization of online-based marketing channels has become a key pillar in reaching contemporary markets and triggering consumer interest and purchase decision volumes in the digital era. E-commerce has become one of the most practical sales systems for finding products in this era of technological advancement. According to Laudon in Putri et al. (2024), e-commerce is the process of buying and selling products conducted electronically by buyers and from company to company, using computers as the connector for business transactions. The concept of buying and selling online adds value through its practicality for consumers. The existence of e-commerce has given rise to a new marketing method, namely affiliate marketing.

Responding to society's growing preference for convenience and speed, Shopee, as one of the e-commerce giants in Southeast Asia, has carried out a strategic innovation through the launch of the Shopee Affiliate program. This program is specifically designed to increase brand awareness for products available on the Shopee platform without requiring rigid contractual ties between the company and the marketers. Based on surveys, Shopee Affiliate is recorded as having the largest e-commerce profit in Indonesia.



Figure 1. Indonesia Affiliate E-Commerce with Highest Profit

In his statistics, Pierre Rainer indicates that the affiliate program with the most profitable commission is the Shopee Affiliate Program, chosen by 68% of respondents. Shopee is far ahead of the second-ranked TikTok Affiliate Program, which stands at 17%. In third place is the Tokopedia Affiliate Program with a percentage of 12%, followed by the Lazada Affiliate Program at 2% (Pierre Rainer, 2023).

Content created by Shopee affiliate content creators can be uploaded to any social media platform that supports affiliate marketing activities, such as Facebook, YouTube, and Instagram (Susanto, 2022). These "affiliators" produce content featuring products from Shopee and advertise them across their various personal social media platforms. Mahmood in Sutarman et al. (2022) states that creative advertising can help a brand appear better and create a positive impression in the minds of consumers. Furthermore, creative advertisements can encourage customers to develop a purchase intention for the products offered.

Purchase intention is a feeling that arises after receiving stimuli from a product one sees, which then triggers a desire to buy and own it (Tania et al., 2022). Purchase intention is a consumer's desire, stemming from the appeal of a product offered, to purchase that product. To attract consumer purchase intention, businesses can offer practicality and prices that are accessible to all walks of life. The resulting purchase intention can manifest as transactional, referential, preferential, or explorative interest.

Research conducted by Princessa Sissy, Rena Puspitasari, and Eka Andriyanti explains that Shopee Affiliate has a positive influence on

consumer purchase intention (Andriyanti & Farida, 2022; Farida et al., 2022; Puspitasari, 2023). However, in a study by Eliza and Vincent (2024) titled "The Influence of Live Streaming, Advertising, and Affiliate Marketing on Purchase Intention at Shopee (Case Study on Students of the Faculty of Economics and Business, Universitas Dian Nuswantoro)," the researchers employed a quantitative approach using the Partial Least Squares (PLS) method. The results of this study indicate that affiliate marketing has a significant negative impact on purchase intention on the Shopee application. This is because Shopee does not necessarily need to utilize the affiliate marketing program to attract consumer purchase intention, as it can achieve this through advertising programs.

In addition to the content provided by Shopee affiliates, most consumers consider the price offered when determining their purchase intention. Price is one of the factors consumers consider before deciding on their interest in a product (Andriyanti & Farida, 2022). Price is the value that a consumer must pay to receive a product or service.

Sometimes price serves as the basis when making a purchase, leading to the perception that items with high prices possess good quality, whereas cheap items are perceived to have lower quality (Wirayanthi & Santoso, 2018). Based on previous research conducted by Risa Mustika Sari and Cindy Magdalena Gunarsih, it is shown that price has a positive influence on purchase intention (Gunarsih et al., 2021).

Considering the conflicting findings of prior research results regarding the effectiveness of Shopee Affiliate, as well as the importance of pricing in purchase decisions, this study focuses specifically on students at Universitas Negeri Makassar. The selection of this population is based on their unique characteristics as 'educated consumers' with business knowledge and an understanding of marketing strategies. Unlike average consumers, this population theoretically possesses Persuasion Knowledge. Within the Persuasion Knowledge Model proposed by Friestad and Wright (1994), when consumers are confronted with marketing persuasion attempts, they are assumed to trigger a Coping Response by providing a stronger evaluative perspective, resulting in high skepticism and the formation of

a Critical Filter toward affiliate content and pricing calculations.

This research aims to investigate the influence of the Shopee Affiliate program and product pricing on the purchase intention of Shopee users, with a specific focus on students at Universitas Negeri Makassar as a cohort of informed consumer.

B. Literature Review

1. Entrepreneurship

Entrepreneurship is a process of undertaking something new and distinct (innovative) that is beneficial in providing added value (Rahim & Basir, 2019). According to Schumpeter in Widayati et al. (2019), an entrepreneur is an individual who initiates new ideas and brings them to fruition to transform market operations. This transformation may involve creating new products or improving the quality of existing ones, discovering more efficient methods of production, entering new markets, or identifying new sources of raw materials and components for an industry (Syam et al., 2018).

Entrepreneurship has become a widely discussed research topic among experts, with scholars continuously developing and conducting studies on entrepreneurial theory (Tahir et al., 2024). This is unsurprising, as entrepreneurship is widely regarded as a fundamental pillar in supporting the economy and social welfare (Nurhayani et al., 2026). One of the emerging theories of entrepreneurship is the concept of 'creative destruction,' pioneered by Joseph A. Schumpeter. Schumpeter's creative destruction posits that it is an industrial mutation process that incessantly revolutionizes the economic structure from within, continuously destroying the old and creating a new industrial framework (Schumpeter & Swedberg, 2013). Schumpeter describes this as the essence of capitalist dynamics, where innovation does not merely create new opportunities but also fundamentally disrupts the existing equilibrium. For instance, the emergence of automated machinery replaced manual labor, just as digital technology has transformed the printing industry.

The print media industry has undergone significant changes since the advent of digitalization. Printed media, such as magazines, have been supplanted by social media platforms,

blogs, and marketplaces. Entrepreneurial activities have also been profoundly affected by digitalization, notably through the rise of content creators (Tahir et al., 2025).

2. Persuasion Knowledge Model

The Persuasion Knowledge Model (PKM) was introduced in 1994 by Marian Friestad and Peter Wright. This model explains how persuasive methods used by marketers influence consumer reactions to such efforts. The model posits that consumers are not merely passive recipients of marketing tactics; rather, they are active individuals who utilize their personal knowledge to employ 'coping responses' when reacting to persuasion attempts. Consequently, consumers apply judgment and adapt their behavior to inform their purchase decisions (Friestad & Wright, 1994).

3. Shopee Affiliate

Shopee is the first online mobile shopping platform in Southeast Asia to provide a wide variety of products and services. Shopee Indonesia was officially launched in 2015 (Saleh et al., 2023). The vision of Shopee Indonesia is to provide an affordable, easy, and enjoyable online shopping experience for customers, supported by robust payment and logistics infrastructure (Shopee, 2024).

According to Wijayanti in Erfiana (2023), the Shopee Affiliate program is an initiative that provides additional benefits to content creators who join by promoting Shopee products published on social media platforms, including YouTube, Instagram, Facebook, and TikTok. Prospective Shopee affiliate partners have the freedom to create innovative content, provided that the products featured meet the terms and conditions established by Shopee.

The Shopee Affiliate program is designed for active content creators on social media. These creators produce content related to specific products and share Shopee product referral links. When a customer purchases a product through their shared link, the content creator earns a commission, ranging from 1% to 15%. This applies to products from Shopee Mall, Shopee Supermarket, Star+, and Star Sellers. The program does not require long-term contracts (Shopee, 2024). Affiliate marketing is a business

strategy in which a company collaborates with individuals or groups with a positive reputation to promote their products or services. Affiliate marketing operates on the principle of commission-based sales; for instance, if an affiliate successfully sells a product or service, they immediately receive cash or a commission from that sale. Affiliate marketing functions by utilizing text-based advertisements or video links on social media accounts. When a customer clicks on the link or makes a purchase through the recommended link provided by the affiliate marketer, the marketer receives a commission from the company in accordance with their agreement (Patrick & Hee, 2019).

According to Ul Haq (2012), affiliate marketing encompasses the following elements:

- a. Informativeness: The information conveyed through affiliate advertisements significantly influences the purchase intention of potential customers. Consumers rely on this information to obtain relevant details regarding what they may be seeking.
- b. Incentive: Consumers tend to prefer options that are advantageous to them, such as discounts and bonuses. The more incentives offered by website owners to visitors, the greater the number of products likely to be promoted through affiliate marketing.
- c. Perceived Trust: For high-quality websites, building trust and establishing a positive image among potential customers is of the utmost importance.
- d. Perceived Usefulness: Perceived usefulness refers to the degree to which an individual believes that the use or application of a specific system will enhance their performance or facilitate their tasks.
- e. Perceived Ease to Locate: This refers to the placement of links that can be easily discovered and accessed by consumers.

4. Price

According to Kotler and Armstrong, as cited in Bestari (2023), price is the sum of all values that consumers exchange to gain the benefits of owning or using a product or service. Peter and Olson, as cited in Rafikasari (2020), define price as the amount of money that must be paid to use a specific product or service. Another definition of price is the consumer's consideration

regarding the correspondence between a product's price and their purchasing power. Price is regarded as the most critical decision-making variable for consumers when purchasing a product.

Price is a key determinant in selecting a brand, as it relates to the consumer's decision to purchase (Pratiwi et al., 2020). Price is defined as the amount of money a consumer must pay to acquire or purchase a product (Putri et al., 2022). Buyers consider price before deciding to purchase, often comparing it with other product options, assessing its fairness against product quality, and evaluating the amount of money expended. Price acts as a significant factor in attracting consumer purchase intention. Prices perceived as too low may lead consumers to label a product as being of inferior quality, as consumers tend to perform price comparisons (Rani et al., 2025). Conversely, high prices tend to create high expectations regarding product quality.

According to Stanton, as cited in Rahayu et al. (2023), there are four indicators that characterize price:

- a. Price Affordability: The offered price is flexible and affordable, aligning with the consumer's purchasing power.
- b. Price Quality Correspondence: The offered price is commensurate with the quality of the product obtained.
- c. Price Competitiveness: The offered price is competitive in relation to the benefits provided.
- d. Price Benefit Correspondence: The offered price is consistent with the benefits perceived by the consumer.

5. Purchase Intention

Purchase intention emerges from a consumer's internal expression indicating their consideration of purchasing a product from a particular brand. Kotler and Keller, as cited in Andriyanti (2022), state that consumer purchase intention is an action related to the emergence of an ambition to make a choice, utilize, and consume, ultimately leading to the desire for ownership of a product offered. According to Simamora, as cited in Nofiana et al. (2024), interest is a personal attribute related to attitude; an individual who is interested in an object will possess the drive or

impulse to engage in a series of behaviors to approach or acquire that object. Purchase intention can also serve as a source of motivation that directs an individual to perform a specific activity or action. It is a psychological activity arising from feelings (affective) and thoughts (cognitive) regarding a desired good or service. Consequently, purchase intention is defined as the consumer's ambition to acquire a desired good or service. Attitude is an individual's mental or emotional readiness to perform a particular action toward an object.

According to Mursid, as cited in Daya, (2024), there are four indicators used to identify purchase intention:

- a. Transactional Interest: The tendency to purchase a product.
- b. Referential Interest: An individual's tendency to recommend a product to others.
- c. Preferential Interest: Interest that describes an individual's behavior in having a primary preference for the product.
- d. Exploratory Interest: An individual's behavior in continuously seeking information regarding the product they are interested in the research model and hypotheses are proposed as follows.

C. Methods

This research employs an associative causal design using a quantitative approach. Following Sugiyono (2013), a causal relationship implies a cause-and-effect link between independent and dependent variables. This approach is appropriate for testing the hypotheses regarding the impact of Shopee Affiliate (X1) and price (X2) on purchase intention (Y).

The target population for this study comprises 403 students from the Universitas Negeri Makassar. Following the sampling guidelines provided by Arikunto as cited in Darwipat et al. (2023), if the population exceeds 100 individuals, a sample size representing 15–20% of the population is considered representative. Based on this criterion, a 15% sampling rate was applied to the total population of 403, resulting in a sample size of 61 respondents.

The research instrument consists of a questionnaire utilizing a Likert scale. The sampling technique employed is purposive sampling, which involves selecting participants

based on specific predefined criteria. The respondents for this study were selected based on the following criteria: 1) individuals who have previously made a purchase via the Shopee application; 2) individuals who have been exposed to Shopee Affiliate content on social media platforms.

The data analysis in this study will be conducted using descriptive analysis to determine the extent of the influence of the independent variables namely, the Shopee Affiliate program and price on the dependent variable, which is purchase intention. The software used to process the data is the Statistical Package for the Social Sciences (SPSS).

D. Result and Discussion

1. Result Validity Test

Table 1. Validity Test Results for the Shopee Affiliate Instrument

Question	r value	r table	Result
1	0.589	0.252	Valid
2	0.541	0.252	Valid
3	0.468	0.252	Valid
4	0.638	0.252	Valid
5	0.442	0.252	Valid
6	0.616	0.252	Valid
7	0.602	0.252	Valid
8	0.506	0.252	Valid
9	0.610	0.252	Valid
10	0.498	0.252	Valid
11	0.511	0.252	Valid
12	0.624	0.252	Valid
13	0.493	0.252	Valid
14	0.496	0.252	Valid
15	0.660	0.252	Valid

Based on Table 1 above, it is evident that all statement items for the Shopee Affiliate variable (X1) are valid, as the calculated r value is greater than the r table value. Consequently, it can be concluded that every statement item presented to the respondents is suitable for further analysis.

Table 2. Results of the Validity Test of the Price Instrument

Question	t count	r table	Result
1	0.537	0.252	Valid
2	0.573	0.252	Valid
3	0.568	0.252	Valid
4	0.605	0.252	Valid
5	0.605	0.252	Valid
6	0.573	0.252	Valid
7	0.265	0.252	Valid

8	0.482	0.252	Valid
9	0.615	0.252	Valid
10	0.646	0.252	Valid
11	0.725	0.252	Valid
12	0.500	0.252	Valid

Based on Table 2 above, it is evident that all statement items for the Price variable are valid, as the calculated r-value is greater than the r-table value. Consequently, it can be concluded that every statement item presented to the respondents is deemed suitable for further analyst.

Table 3. Results of the Instrument Testing for the Purchase Intention Variable

Question	t count	r Table	Result
1	0.465	0.252	Valid
2	0.541	0.252	Valid
3	0.522	0.252	Valid
4	0.601	0.252	Valid
5	0.704	0.252	Valid
6	0.634	0.252	Valid
7	0.601	0.252	Valid
8	0.504	0.252	Valid
9	0.429	0.252	Valid
10	0.581	0.252	Valid
11	0.589	0.252	Valid
12	0.584	0.252	Valid

Based on Table 3 above, it is evident that all statement items for the Purchase Intention variable are valid, as the calculated r value is greater than the r table value. Consequently, it can be concluded that every statement item presented to the respondents is deemed suitable for further analysis

2. Result Reliability Test

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	Result
Shopee Affiliate (X1)	0.888	Reliable
Harga (X2)	0.871	Reliable
Minat Beli (Y)	0.873	Reliable

Based on Table 4 above, it can be seen that all variables have Cronbach's Alpha values greater than 0.60. Therefore, the nine items for each variable Entrepreneurship Learning, Self-Determination, and Entrepreneurial Attitude are considered reliable and can be used as measurement instruments for the respective variables.

3. Multiple Linear Regression Analysis Results

Table 5. Multiple Linear Regression Analysis

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.551	2.760		1.649	.105
	Shopee affiliate	.303	.109	.358	2.783	.007
	Harga	.520	.129	.518	4.024	.000

Table 5 presents a (constant) 4.551, a coefficient for the Shopee Affiliate variable (X1) of 0.358, and a coefficient for the Price variable (X2) of 0.518. Based on these values, the resulting multiple linear regression equation is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 4.551 + 0.358X_1 + 0.518X_2 + e$$

The interpretation of the equation is as follows:

- Constant (4.551): This indicates that if both Shopee Affiliate (X1) and Price (X2) remain at zero, the Purchase Intention (Y) will be 4.551.
- Shopee Affiliate Coefficient (0.358): This indicates that for every one-unit increase in the Shopee Affiliate program, Purchase Intention is expected to increase by 0.358, assuming all other variables remain constant.
- Price Coefficient (0.518): This indicates that for every one-unit increase in the Price variable, Purchase Intention is expected to increase by 0.518, assuming all other variables remain constant.

4. t-Test Results (Partial)

The t-test is conducted to determine whether the independent variables Shopee Affiliate (X1) and Price (X2) individually (partially) influence Purchase Intention (Y) at a significance level of $\alpha = 0.05$. The t-table value is determined using the degrees of freedom (df) formula: $df = n - k$, where n is the number of samples and k is the number of independent variables. With $n = 61$ and $k = 2$, the df is 59, resulting in a t-table value

of 2.001. The results of the partial t-test are presented in the following table:

Table 6. Multiple Linear Regression Analysis

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.551	2.760		1.649	.105
	Shopee affiliate	.303	.109	.358	2.783	.007
	Harga	.520	.129	.518	4.024	.000

The test of the effect of Shopee Affiliate on consumer purchase intention yielded a t-count value of 2.783 with a significance level of 0.007. Since the t-count (2.783) is greater than the t-table (2.001) and the significance value (0.007) is less than 0.05, H_0 is rejected and H_1 is accepted. Thus, the research hypothesis stating that 'the Shopee Affiliate variable has a positive and significant effect on consumer purchase intention' is supported.

The test of the effect of Price on consumer purchase intention yielded a t-count value of 4.024 with a significance level of 0.000. Since the t-count (4.024) is greater than the t-table (2.001) and the significance value (0.000) is less than 0.05, H_0 is rejected and H_2 is accepted. Thus, the research hypothesis stating that 'the Price variable has a positive and significant effect on consumer purchase intention' is supported.

5. F-Test Results (Simultaneous)

Table 7. F-Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1823.858	2	911.929	69.717	.000 ^b
	Residual	758.665	58	13.080		
	Total	2582.523	60			

Table 7 shows that the F-test results yielded a significance value of 0.000 and an F-count of 69.717. The F-table value is calculated using the formulas $Df_1 = k$ (numerator degrees of freedom) and $Df_2 = n - k - 1$ (denominator degrees of freedom). Thus, with $Df_1 = 2$ and $Df_2 = 61 - 2 - 1 = 58$, the F-table value is 3.15. Therefore, since the F-count is greater than the F-table ($69.717 > 3.15$)

with a significance level of $0.000 < 0.05$, it can be concluded that the Shopee Affiliate (X1) and Price (X2) variables simultaneously have a positive and significant effect on Purchase Intention (Y), and thus H3 is accepted.

6. Results of the Coefficient of Determination

Table 8. Results Coefficient Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.706	.696	3.61669

a. Predictors: (Constant), Shopee affiliate, Harga

b. Dependent Variable: Minat Beli

Table 7 indicates that the regression analysis yielded an Adjusted R Square value of 0.706, which corresponds to 70.6%. This means that 70.6% of the variation in the dependent variable can be explained by the Shopee Affiliate and Price variables, while the remaining 29.4% is influenced by other variables not included in this study.

Disucssion of Research Results

1. The Effect of Shopee Affiliate on Purchase Intention of Students at Universitas Negeri Makassar

Based on the previous test results, the regression analysis yielded a t-count of 2.783 (positive), which is greater than the t-table (2.001) with a significance level of $0.007 < 0.05$. This confirms that H1 is accepted and H0 is rejected, indicating that the Shopee Affiliate variable (X1) has a positive and significant effect on Purchase Intention (Y).

Students, as 'educated consumers,' possess the ability to filter advertising content. Based on the Persuasion Knowledge Model (PKM) (Friestad & Wright, 1994), these students are assumed to have high 'Persuasion Knowledge,' meaning they are aware that affiliates earn commissions from every sale. However, the statistical findings demonstrate that despite this knowledge, Shopee Affiliate still exerts a positive influence on their purchase intention. This occurs because students engage in an adaptive, critical evaluation process. They recognize that the content is an advertisement, yet they choose to engage with it because the perceived informativeness and usefulness of the content outweigh their skepticism. In other words, they consciously allow themselves to be 'persuaded' because they derive valuable data for their purchase decision-

making. This is supported by descriptive statistical data, in which the 'Informativeness' indicator achieved a high average score (3.17). This indicates that students use their knowledge to selectively engage with affiliate content. They accept the affiliate's persuasion not because they are deceived, but because the content is deemed to provide valid product information and high 'Perceived Usefulness' for their decision making. These findings are consistent with the research of Sissy et al. (2024) and Andriyanti & Farida (2022), which state that affiliate marketing significantly influences purchase intention. Furthermore, these findings confirm that for critical consumers, affiliate content serves as an effective market research reference source rather than mere entertainment.

2. The Effect of Price on Purchase Intention of Students at Universitas Negeri Makassar

Based on the previous test results, the regression analysis yielded a t-count of 4.024 (positive), which is greater than the t-table (2.001) with a significance level of $0.000 < 0.05$. This confirms that H2 is accepted and H0 is rejected, indicating that the Price variable (X2) has a positive and significant effect on Purchase Intention (Y).

Within the Persuasion Knowledge Model (PKM), price is viewed as one of the primary 'persuasion tactics' employed by marketers. Students recognize that pricing strategies are an attempt to influence their decisions. The significance of this study's results demonstrates that knowledge of these pricing tactics does not inhibit purchase intention; rather, it activates their knowledge to evaluate 'value fairness.' The high score on the Price Competitiveness indicator (3.32) serves as evidence that the students' coping mechanism is 'value comparison.' They are not immediately enticed by the 'cheap' label; instead, they analyze whether the price is competitive compared to other marketplaces. When Shopee's pricing tactics are perceived as competitive and aligned with product benefits, resistance to persuasion decreases, and purchase intention increases.

These findings support the research by Saputra et al. (2026), which concludes that price is a crucial factor in evaluating product viability prior to purchase. Theoretically, price is not merely a nominal transaction figure but also represents the

value and benefits of the product to the consumer.

3. The Effect of Shopee Affiliate and Price on Purchase Intention of Students at Universitas Negeri Makassar

The results of the third hypothesis test demonstrate that Shopee Affiliate and Price simultaneously exert a positive and significant effect on Purchase Intention, with an F -count of $69.717 > F$ -table of 3.15 and a significance level of 0.000. The Adjusted R Square value is 0.706, indicating that 70.6% of the variance in Purchase Intention is explained by the Shopee Affiliate and Price variables, while the remaining 29.4% is influenced by other factors outside the scope of this study.

In this research, students utilize their knowledge of marketing tactics to process these variables simultaneously. They are aware that Shopee Affiliate is a commission-based persuasion effort and that promotional pricing is a market competition tactic. The significance of these simultaneous results indicates that students employ an adaptive coping response mechanism. They do not reject the persuasion; rather, they integrate it. Their business knowledge reinforces their purchase intention when they find that Shopee's pricing tactics are rational and the benefits offered through affiliate content are perceived as useful. This combined influence proves that students' purchase intention is formed through the harmonization of cognitive satisfaction (detailed information from affiliates) and rational satisfaction (economic price advantages).

E. Conclusion and Recommendation

Based on the research findings regarding the influence of Shopee Affiliate and Price on Shopee consumer purchase intention among Entrepreneurship students at Universitas Negeri Makassar, the following conclusions are drawn:

- a. The Shopee Affiliate variable has a positive and significant effect on purchase intention. The information provided through Shopee affiliate content successfully attracts consumer purchase intention. This is supported by the partial significance, leading to the acceptance of the hypothesis that Shopee Affiliate has a positive and significant influence on the purchase intention of Shopee

consumers among students at Universitas Negeri Makassar.

- b. The Price variable has a positive and significant effect on purchase intention among Shopee consumers of the Entrepreneurship study program at Universitas Negeri Makassar. This is attributed to the fact that price affordability and the quality obtained enhance consumer purchase intention. This is evidenced by the partial significance test, leading to the acceptance of the hypothesis that price has a positive and significant influence on the purchase intention of Shopee consumers among students at Universitas Negeri Makassar.
- c. Shopee Affiliate and Price simultaneously have a positive and significant effect on Purchase Intention. The combination of these two variables contributes a strong influence of 70.6%.

This study yielded an Adjusted R Square value of 70.6%, indicating that 29.4% of the variance in purchase intention remains unexplained by the current model. Therefore, future researchers are encouraged to investigate other variables relevant to the characteristics of critical consumers, such as Trust, E-Service Quality, or Digital Literacy.

It is also recommended to expand the research population to include students from non-business majors to determine whether the Persuasion Knowledge Model (PKM) yields different results for groups without an entrepreneurship education background (comparative study).

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