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ANALYSIS OF DETERMINANTS OF FASHION PRODUCT PURCHASE DECISIONS ON AIJOSTORE.ID DENPASAR

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ABSTRACT

Consumers purchasing decisions emerge from evaluating alternatives and selecting the option that best satisfies needs and expected benefits. In marketing terms, these decisions are strategically important because they signal how effectively a firm captures attention, builds preference, and converts interest into transactions. This study examines whether viral marketing, affiliate marketing, and celebrity endorsements shape purchasing decisions among customers of Aijostore.id. Using a quantitative design, the population comprised consumers who had previously bought products through the Aijostore.id e-commerce platform. Data were collected from 96 respondents and analyzed through validity and reliability tests, classical assumption checks, multiple linear regression, multiple correlation analysis, the coefficient of determination, and hypothesis testing using F and t statistics. Results show that viral marketing, affiliate marketing, and celebrity endorsements each have a positive and significant effect on purchasing decisions, and their combined effect is also significant. Based on these findings, management is advised to strengthen celebrity endorsement strategies by ensuring a strong fit between the endorser's image and the target market, and by maintaining consistency over time. Companies should also improve the credibility of viral content sources and apply tighter monitoring of affiliate programs to prevent misinformation, enhance accuracy of product claims, and sustain consumer trust overall.

Keywords: viral marketing, affiliate marketing, celebrity endorsement, purchasing decisions

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1. INTRODUCTION

The contemporary fashion industry is undergoing a period of substantial growth, which is concomitant with the proliferation of digital marketing strategies. In the contemporary era of globalization, the fashion sector has emerged as a significant contributor to the global economy, a feat attributable to its capacity to adapt to evolving trends and consumer behaviors (Pohan et al., 2024). In contemporary society, fashion has evolved into a pivotal component of modern living, where consumers no longer merely prioritize the functional attributes of products. Instead, they also consider their symbolic value and the emergence of prevailing trends (Endrayana & Retnasari, 2021). These changes have also driven the transformation of marketing strategies from conventional models to more interactive digital approaches.

The advent of digital technology has rendered social media platforms the predominant medium for marketing communication. Applications such as TikTok, Instagram, and Shopee have emerged as significant platforms for increasing consumer engagement with products (Sarusu et al., 2025). TikTok, a video-sharing platform characterized by its brevity and high level of user interaction, has demonstrated its efficacy in influencing consumer purchasing decisions through the dissemination of creative, authentic, and personalized content. According to a report by We Are Social (2024), Indonesia ranks third globally in terms of the number of TikTok users, with a total of 157.6 million users. This suggests a considerable opportunity for local fashion brands to enhance their digital marketing strategies on this platform.

The efficacy of digital marketing strategies can be measured by the success of purchase decisions. In the context of online fashion, purchase decisions reflect the extent to which companies are able to attract

interest and build consumer trust through social media promotions. A substantial body of research has demonstrated the considerable impact of social media-based promotions, encompassing viral marketing, on fashion product purchasing decisions (see Apristiani & Rosyadi, 2024; Juli et al., 2021). In addition to promotions, product quality, innovation, and consumer trust have also been proven to play an important role in increasing purchasing decisions in the digital realm (Dharmadewi & Setyawan, 2025). Consequently, the examination of factors that influence purchasing decisions constitutes a pivotal element in formulating an optimal and targeted marketing strategy.

Aijostore.id is a fashion business that has adopted a proactive approach to social media marketing, particularly through the use of TikTok. Aijostore.id has garnered the attention of a young audience by featuring modern and minimalist women's clothing collections in its content. However, an analysis of sales data reveals fluctuations in revenue during the period from January 2024 to July 2025, with a peak sales occurrence in December 2024 at Rp4.05 billion, followed by a decline in May 2025 to Rp2.70 billion (Aijostore.id, 2025). This phenomenon underscores the necessity to assess the efficacy of the digital marketing strategies employed, with a particular focus on viral marketing, affiliate marketing, and celebrity endorsements.

The initial factor that has the potential to influence purchasing decisions is viral marketing, due to its capacity to generate widespread exposure through the dissemination of interesting and easily shareable content (Syamsuddin et al., 2024). In the context of TikTok, the efficacy of viral video content in increasing brand awareness and consumer trust has been demonstrated (Sihombing & Husein, 2025). However, the efficacy of this approach is contingent upon the public's interpretation of the message conveyed. A study by Tri Rahayu and Sangka (2022) and Ali et al. (2023) revealed that unfavorable reviews concerning product quality, as evidenced on the official Aijostore.id account, serve as a catalyst for the transformation of electronic word of mouth into a reputational risk, thereby diminishing consumer trust. A review of the extant literature reveals a paucity of consensus regarding the impact of viral marketing on consumer purchasing behavior. A metanalysis of published studies reveals conflicting results, with some studies reporting a significant influence (El-Haq & Nurtjahjani, 2023; Santoso et al., 2025; Maulida et al., 2025), while others report an absence of a meaningful relationship (Hapsari et al., 2024; Yogiana et al., 2025).

In addition to viral marketing, affiliate marketing is a prevalent strategy employed to augment the reach of product promotion through collaboration with third parties. This model enables affiliates or promotional partners to disseminate product information to their audience, thereby increasing credibility and purchase interest (Marsally & Dwiani, 2025; Nugroho et al., 2024). However, the efficacy of affiliate marketing is contingent upon the reputation and transparency of the affiliator (Piliana & Maradona, 2024). The phenomenon observed at Aijostore.id indicates the presence of challenges in the implementation of affiliate strategies, including a lack of control over promotional content created by affiliators and the use of AI technology that displays inaccurate information. This has the potential to adversely affect consumer trust and diminish the efficacy of promotional campaigns. However, extant research has demonstrated that affiliate marketing exerts a positive influence on purchasing decisions (Mulla, 2022; Ash Shiddiqy & Faradila, 2024; Sapitri et al., 2025). Moreover, celebrity endorsements have been shown to play a significant role in influencing purchasing decisions, particularly among younger demographics.

Endorsers who possess a favorable image and lifestyle that aligns with the brand can positively impact the product's image, thereby fostering consumer trust (Sudirjo et al., 2023; Hapsari, 2022). An analysis of promotional data from Aijostore.id reveals that the incorporation of prominent figures such as Vior and Mala resulted in a substantial increase in live stream viewership, reaching 11,000 viewers. This figure stands in stark contrast to the viewership achieved through promotions executed by internal staff. However, the efficacy of this strategy is contingent upon the alignment between the celebrity's image and the brand identity, as well as the congruence with the target market (Faradita & Putra, 2024; Setia Pratama & Sudarmiatin, 2024). This phenomenon reveals inconsistencies in the results of previous applications

and studies, where some studies demonstrate a significant effect (Azzahra et al., 2022; Azizah et al., 2024; Aprila et al., 2024), while others do not. The present study is predicated on empirical phenomena and differences in findings from previous studies. Its objective is to examine the influence of viral marketing, affiliate marketing, and celebrity endorsements on the decision to purchase Aijostore.id products. The results of this study are expected to contribute to the theoretical underpinnings of digital marketing and provide practical insights for online fashion businesses as they design and optimize promotional strategies in the context of the development of social media..

2. LITERATURE AND HYPOTHESES

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior proposed by Ajzen (1991) states that individual behavior is determined by intention, which is formed from three main elements, namely attitude toward behavior, subjective norm, and perceived behavioral control. In the realm of digital marketing, viral marketing contributes to building positive consumer attitudes toward products through the presentation of content that is interesting and easy to share. Meanwhile, affiliate marketing plays a role in increasing perceived behavioral control by providing easy access to information and transaction processes, and celebrity endorsements influence subjective norms through the social influence exerted by public figures (Dharmadewi & Setyawan, 2025). Thus, TPB becomes a theoretical framework that explains how consumer psychological factors mediate the influence of digital marketing strategies on purchasing decisions.

Viral marketing

Viral marketing is a strategy of rapidly spreading marketing messages through social media by utilizing interesting, informative, and emotional content to influence consumers (Rimbasari et al., 2023; Ramadhani et al., 2025). The effectiveness of this strategy depends on three main indicators, namely informativeness, entertainment, and source credibility, which encourage consumers to share information and strengthen brand awareness (Santoso et al., 2025). Research shows that credible and entertaining viral content can increase consumer purchasing decisions, especially in the digital fashion sector (Juli et al., 2021).

Affiliate marketing

Affiliate marketing is a form of promotional collaboration between companies and individuals (affiliates) who earn commissions based on sales generated (Sembiring et al., 2025). This strategy is considered effective because it utilizes digital networks to expand market reach, increase trust, and drive sales conversions (Awanda Harahap & Sajali, 2024). The four indicators used are trust, convenience, quality of information, and sales promotion (Zalfa et al., 2024), all of which play an important role in building credibility and encouraging purchasing decisions on e-commerce platforms.

Celebrity endorsement

Celebrity endorsement is a promotional strategy that uses public figures with popularity and a positive image to increase the appeal and credibility of a product (Rosita & Novitaningtyas, 2021; Aprila et al., 2024). In practice, the effectiveness of endorsements is determined by several indicators, namely physical attractiveness, personality, ability, likability, expertise, and trustworthiness (Sholihah & Mahendri, 2025). The use of celebrities that align with the brand image has been proven to build consumer trust, strengthen emotional associations, and encourage interest in purchasing digital fashion products (Dharmadewi & Setyawan, 2025).

Purchase Decision

Purchase decisions are a series of cognitive processes and consumer actions in determining the choice of products that are considered most capable of meeting needs and providing an optimal level of satisfaction (Luthfiah et al., 2023). The purchase decision-making process consists of several stages, namely recognition of needs, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler, 2012 in Rahayu & Afrilliana, 2021). The indicators of purchasing decisions

include product selection, brand selection, confidence in the selected product, and consumer patterns or habits in making purchases (Siska & Safri, 2024), which are influenced by product quality perceptions, consumer trust, and the digital marketing strategies implemented (Juli et al., 2021).

Hypothesis

The Effect of Viral Marketing on Purchase Decisions

Viral marketing is a digital marketing strategy that uses social media and online networks to spread product information quickly, widely, and interactively. This strategy relies on attractive, informative, and emotionally engaging content that encourages audiences to share messages voluntarily. Referring to the Theory of Planned Behavior (Ajzen, 1991), viral marketing can shape positive consumer attitudes, strengthen subjective norms, and increase perceived behavioral control in purchasing decisions. When consumers receive product information through social media, influencers, peers, or user-generated content, they tend to perceive the product as more trustworthy and relevant. The rapid dissemination of information also creates a social recommendation effect, which can increase confidence and reduce uncertainty before making a purchase. Therefore, effective viral marketing is expected to encourage consumers to evaluate products positively and make purchase decisions. Previous studies by El-Haq and Nurtjahjani (2023), Widiasih and Sujana (2024), and Juli et al. (2021) found that viral marketing positively influences purchase decisions. Thus, the hypothesis is formulated as follows:

H1: Viral marketing has a positive effect on purchasing decisions at Aijostore.id.

The Influence of Affiliate Marketing on Purchase Decisions

Affiliate marketing is a digital marketing collaboration model between companies and affiliate partners who promote products through links, reviews, content, or recommendations and receive commissions based on generated sales. Referring to the Theory of Planned Behavior, affiliate marketing can influence purchase decisions by shaping positive attitudes, strengthening subjective norms, and increasing perceived behavioral control. Consumers often feel more confident when product information is delivered by affiliates they trust, especially when the message includes clear benefits, usage experience, price information, and purchasing guidance. Affiliate recommendations can reduce uncertainty, simplify product evaluation, and encourage consumers to complete transactions on e-commerce platforms. Thus, the credibility, attractiveness, and persuasiveness of affiliate partners become important factors in motivating purchase decisions in competitive digital market environments today. Previous studies by Nugroho et al. (2024), Shiddiqy and Faradila (2024), and Sapitri et al. (2025) found that affiliate marketing has a positive influence on purchase interest and purchase decisions. Therefore, the hypothesis is formulated as follows:

H2: Affiliate marketing has a positive effect on purchasing decisions at Aijostore.id.

The Effect of Celebrity Endorsements on Purchase Decisions

Celebrity endorsement is a promotional strategy that uses public figures, influencers, or celebrities to introduce, recommend, and strengthen consumer interest in a product. This strategy is considered effective because celebrities can transfer their popularity, credibility, attractiveness, and positive image to the endorsed brand. Referring to the Theory of Planned Behavior, celebrity endorsement can influence purchase decisions through subjective norms, where admiration, social influence, and trust in celebrity figures may encourage consumers to follow product recommendations. When a celebrity has a good reputation and strong compatibility with the product, consumers are more likely to perceive the brand as reliable, valuable, and worth purchasing. In addition, celebrity endorsement can strengthen brand image, increase product visibility, and reduce consumer hesitation before buying. Research by Azizah et al. (2024) and Aprila et al. (2024) shows that celebrity endorsement significantly influences purchase decisions, particularly when supported by a positive brand image. Therefore, the hypothesis is formulated as follows:

H3: Celebrity endorsements have a positive effect on purchasing decisions at Aijostore.id.

3. RESEARCH METHOD

This research was conducted at Aijostore.id, located in Denpasar City, Bali, with Aijostore.id consumers as the research subjects. An associative quantitative approach was used to analyze the influence of viral marketing, affiliate marketing, and celebrity endorsements on purchasing decisions. The research sample was determined using nonprobability sampling techniques with purposive sampling methods, based on the criteria of respondents aged at least 17 years and having made at least two purchases on the Aijostore.id e-commerce site. The number of respondents analyzed was 96 people. The data collection t used in this study were interviews, questionnaires, and documentation. Data analysis techniques used were Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Multiple Correlation Test, Determination Coefficient, F Test, and t Test.

4. RESULTS AND DISCUSSION

Research Instrument Test

a. Validity Test

The validity test aims to assess the ability of each statement item to represent the construct being measured. An item is considered valid if the item-total correlation value (calculated r) exceeds the limit of 0.30 (Yusup, 2023).

Table 1. Results of Instrument Validity Testing

No	Variable	Item	Item-Total Correlation	Description
1	Viral marketing (X1)	X1.1	0.951	Valid
		X1.2	0.919	Valid
		X1.3	0.941	Valid
2	Affiliate marketing (X2)	X2.1	0.902	Valid
		X2.2	0.945	Valid
		X2.3	0.877	Valid
		X2.4	0.937	Valid
3	Celebrity endorsement (X3)	X3.1	0.882	Valid
		X3.2	0.902	Valid
		X3.3	0.889	Valid
		X3.4	0.892	Valid
		X3.5	0.900	Valid
		X3.6	0.934	Valid
4	Purchase Decision (Y)	Y1	0.937	Valid
		Y2	0.900	Valid
		Y3	0.896	Valid
		Y4	0.868	Valid
		Y5	0.896	Valid

Source: Processed data, 2025

Based on the results in Table 1, all statement items have a correlation value of more than 0.30, so the research instrument is declared valid and suitable for use in measuring constructs.

b. Reliability Test

The reliability test aims to assess the consistency of respondents' answers on each research variable. The instrument is declared reliable if the Cronbach's Alpha coefficient value reaches or exceeds 0.60 (Sugiyono, 2022).

Table 2. Results of the Instrument Reliability Test

Variable	Cronbach's Alpha	Description
Viral marketing (X1)	0.920	Reliable
Affiliate marketing (X2)	0.933	Reliable
Celebrity endorsement (X3)	0.953	Reliable

Purchase Decision (Y)	0.940	Reliable

Source: Processed data, 2025

Based on the analysis results in Table 2, all variables have a Cronbach's Alpha value above 0.60, so the instruments used can be declared reliable, consistent, and suitable for further analysis.

Classical Assumption Test

Before performing multiple linear regression analysis, the model was tested through classical assumption tests to ensure that the Best Linear Unbiased Estimator (BLUE) criteria were met. The tests included normality, multicollinearity, and heteroscedasticity tests, with the test results presented in Table 3.

Table 3. Summary of Classical Assumption Test Results

No	Type of Test	Indicator	Results	Description
1	Normality Test	Test Statistic = 0.068 Asymp. Sig. (2-tailed) = 0.200	> 0.05	Data is normally distributed
2	Multicollinearity Test	Tolerance (0.515–0.585) VIF (1.710–1.942)	Tolerance > 0.10 VIF < 10	No multicollinearity
3	Heteroskedasticity Test	Sig. Viral marketing = 0.714 Sig. Affiliate marketing = 0.456 Sig. Celebrity endorsement = 0.070	> 0.05	No heteroscedasticity

Source: Processed data, 2025

The test results in Table 3 show that all classical assumptions have been met. The Asymp. Sig. (2-tailed) value of 0.200 (>0.05) indicates that the data is normally distributed. In addition, all independent variables have a Tolerance value above 0.10 and a VIF below 10, so there is no indication of multicollinearity. The heteroscedasticity test also shows that the significance values of all variables exceed 0.05, indicating no evidence of heteroscedasticity. Thus, the regression model is deemed suitable for use in the next stage of analysis.

Data Analysis Results

a. Multiple Linear Regression Analysis Results

To test the effect of viral marketing (X_1), affiliate marketing (X_2), and celebrity endorsement (X_3) variables on purchasing decisions (Y) among Aijostore.id consumers, multiple linear regression analysis was used. The test results are shown in Table 4 below.

Table 4. Summary of Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.693	1,283			
Viral marketing (X_1)	0.270	0.127	0.192	2.12	0.037
Affiliate marketing (X_2)	0.207	0.092	0.192	2.254	0.027
Celebrity endorsement (X_3)	0.399	0.067	0.513	5.968	0.000
R	0.781				
R-Squared	0.611				
Adjusted R-Square	0.598				
F Calculate	48,112				
Sig. F	0.000				

Source: Processed data, 2025

The regression equation obtained is as follows:

$$Y = 3{,}693 + 0{,}270X_1 + 0{,}207X_2 + 0{,}399X_3 + e$$

These results indicate that the three independent variables have a positive effect on purchasing decisions. The largest coefficient is found in celebrity endorsement (0.399), which means that this factor contributes most significantly to increasing purchasing decisions.

b. Model Fit Test Results

The model feasibility test (F test) was conducted to assess the simultaneous effect of the independent variables. Based on the analysis results in Table 4, the F value was 48.112 and the significance value was 0.000 <0.05. Therefore, it can be concluded that viral marketing X_1 , affiliate marketing X_2 and celebrity endorsement X_3 have a significant effect on purchasing decisions (Y). Thus, the research model is considered valid and hypothesis testing can be continued.

In addition, the coefficient of determination shows the extent to which the independent variables influence the dependent variable. Based on Table 4, the Adjusted R^2 value is 0.598, indicating that 59.8% of the variation in purchase decisions can be explained by the three independent variables, while the remaining 40.2% is influenced by other factors outside the model. Thus, the regression model is declared fit and feasible for use in hypothesis testing.

c. Hypothesis Testing Results

Based on the analysis results in Table 7 above, the following conclusions can be drawn:

1) The Effect of Viral Marketing on Purchase Decisions
   The regression coefficient value for the viral marketing variable is 0.270, with a t-value of 2.120 > t-table 1.661 and significance of 0.037 < 0.05. This indicates that viral marketing has a positive and significant effect on purchasing decisions. Thus, H_1 is accepted.
2) The Effect of Affiliate Marketing on Purchase Decisions
   The regression coefficient value of the affiliate marketing variable is 0.207, with a t-value of 2.254 > t-table 1.661 and significance of 0.027 < 0.05. This result indicates that affiliate marketing has a positive and significant effect on purchasing decisions. Thus, H_2 is accepted.
3) The Effect of Celebrity Endorsement on Purchase Decisions
   The regression coefficient value of the celebrity endorsement variable is 0.399, with a t-value of 5.968 > t-table 1.661 and significance of 0.000 < 0.05. This means that celebrity endorsement has a positive and significant effect on purchasing decisions. Thus, H_3 is accepted.

Discussion

The Effect of Viral Marketing on Purchase Decisions for Aijostore.id Products

The results of the analysis show that viral marketing has a positive and significant effect on purchasing decisions. This indicates that an increase in the intensity and effectiveness of viral marketing implementation is in line with an increase in consumer purchasing decisions for Aijostore.id products. As a digital marketing strategy, viral marketing utilizes social media to expand the dissemination of product information through content that is interesting and easy to share. Within the framework of the Theory of Planned Behavior, exposure to informative, emotional, and credible content plays a role in shaping consumers' positive attitudes towards products, thereby encouraging purchase intent and decisions. The positive influence of viral marketing on purchasing decisions can be explained through the indicators of informativeness, entertainment, and source credibility. Informativeness plays a role in increasing consumer understanding. Entertainment featured in viral content is able to attract attention and create emotional interest among consumers, which encourages positive attitudes towards the product and increases interest in purchasing. Meanwhile, source credibility reflects the level of consumer trust in the source of information or content creator, where the higher the credibility of the source delivering the marketing message, the greater the consumer trust in Aijostore.id products, thus increasing the likelihood of a purchase decision.These results are in line with the findings of El-Haq & Nurtjahjani (2023) and Widiasih & Sujana (2024), which show that viral marketing has a significant effect on purchasing decisions through increased exposure, message appeal, and social trust. Additionally, Juli et al. (2021) also

emphasize that the quality of digital communication and online marketing innovation can strengthen the influence of promotion on consumer purchasing decisions, which supports the role of viral marketing in the context of digital commerce. Thus, the effectiveness of Aijostore.id's viral marketing through informative, entertaining, and highly credible content has been proven to strengthen positive consumer attitudes and encourage increased purchasing decisions.

The Influence of Affiliate Marketing on Purchase Decisions for Aijostore.id Products

The test results show that affiliate marketing has a positive and significant effect on purchasing decisions. These findings indicate that the effectiveness of the affiliate system contributes to an increase in purchasing decisions by Aijostore.id consumers. From a TPB perspective, affiliate marketing strengthens perceived behavioral control, as consumers gain easy access to information and reliable recommendations from credible affiliate partners. This positive influence indicates that consumer trust in affiliate recommendations, ease of purchase, quality of information provided, and sales promotions play an important role in shaping consumer confidence to buy. Trust in affiliates encourages consumers to follow product recommendations, while the ease of using affiliate links helps speed up the transaction process. Clear and complete information quality reduces consumer doubts about the product, while sales promotions in the form of promos or discounts serve as additional stimuli that strengthen consumer interest and purchasing decisions regarding Aijostore.id products.These findings are in line with Nugroho et al. (2024), Shiddiqy & Faradila (2024), and Sapitri et al. (2025), which show that affiliate marketing has a significant impact on purchasing decisions through the role of personal recommendations, the credibility of affiliates, and the existence of attractive price promotions. Furthermore, Dharmadewi & Setyawan (2025) also found that product quality, user experience, and consumer trust are important factors that strengthen the relationship between digital marketing strategies, including affiliate marketing, and purchasing decisions. Thus, a strong and transparent affiliate system at Aijostore.id encourages positive consumer perceptions and increases their confidence to make repeat purchases.

The Influence of Celebrity Endorsements on Purchase Decisions for Aijostore.id Products

The results of the study show that celebrity endorsements have a positive and significant effect on purchasing decisions, which means that the more effective the use of public figures in promotions, the higher the level of consumer purchasing decisions. Based on TPB, celebrity endorsements influence subjective norms, namely the social pressure to imitate the behavior or choices of admired figures. The positive image, attractiveness, and credibility of celebrities shape strong perceptions of the product and foster greater purchase intent. Where the indicator of physical attractiveness of celebrities is able to attract consumer attention to the promoted product, while a positive and attractive personality can foster emotional closeness with consumers. The ability and expertise of celebrities in conveying product information clearly improves consumer understanding, while the level of consumer liking and trust in celebrities strengthens the credibility of promotional messages. This condition encourages positive consumer attitudes and ultimately increases purchasing decisions for Aijostore.id products. These results are in line with the research by Azizah et al. (2024) and Aprila et al. (2024), which found that the credibility and suitability of a celebrity's image with the product are the main determinants in influencing consumer purchasing decisions. A positive celebrity image not only strengthens the brand image but also increases consumer trust in the advertised product. Meanwhile, the results of a study by Juli et al. (2021) also support the notion that effective digital marketing elements, including image-based endorsements, can strengthen purchasing decisions by improving the quality of consumer perceptions of the brand. Thus, the selection of celebrities with good reputations, high appeal, and values that are in line with the product is a key factor in the success of Aijostore.id's promotional strategy in increasing purchasing decisions.

5. CONCLUSION AND LIMITATIONS

Based on the results of the analysis, it can be concluded that viral marketing has a significant effect on the decision to purchase Aijostore.id products. This means that the higher the viral marketing, the more it will increase purchasing decisions for Aijostore.id products. Furthermore, affiliate marketing has also been proven to have a significant effect on purchasing decisions for Aijostore.id products. This means that

the better the affiliate marketing, the more it will increase purchasing decisions for Aijostore.id products. The celebrity endorsement variable also has a significant positive effect on purchasing decisions and is the most dominant variable in influencing purchasing decisions for Aijostore.id products. This means that the better the celebrity endorsement, the more it will increase purchasing decisions for Aijostore.id products.

The limitations of this study include its cross-sectional design, which involves data collection at a specific point in time, meaning that this study is unable to capture changes in consumer attitudes, perceptions, and behavior toward Aijostore.id products dynamically. Furthermore, the results of the coefficient of determination (Adjusted R Square) test show that the variables of viral marketing, affiliate marketing, and celebrity endorsement can only explain 59.8% of the variation in purchasing decisions. Thus, there is still 40.2% of the variation in purchasing decisions that is influenced by factors other than the variables studied. Future research is expected to use a longitudinal research design, add relevant research variables, and apply a more diverse methodological approach to produce more comprehensive findings.

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