

The Effect of Meta Ads Advertising and Affiliate Content on Purchase Decisions for Shoe Cleaning Products at PT Bersih Produk Nusantara, South Jakarta

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ARTICLE INFO

Keywords: Meta ads, Affiliate Content, Purchase decisions

Received : 29, March

Revised : 30, April

Accepted: 23, May

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ABSTRACT

The sample size was determined using the Slovin formula, while data analysis was conducted using simple linear regression and multiple linear regression with the assistance of SPSS version 26. The results of the analysis show that, partially, Meta Ads (X_1) have a positive and significant effect on Purchase Decisions (Y), as indicated by the simple linear regression equation $Y = 1.375 + 0.692X_1$, with a t-value of 10.501 and a significance level of $0.000 < 0.05$. Affiliate Content (X_2) also has a positive and significant effect on Purchase Decisions, as shown by the regression equation $Y = 0.573 + 0.872X_2$, a t-value of 18.868, and a significance level of $0.000 < 0.05$. Simultaneously, Meta Ads and Affiliate Content have a positive and significant effect on Purchase Decisions, as evidenced by the F-value of 179.543 with a significance level of $0.000 < 0.05$, and a correlation coefficient R of 0.888, indicating a very strong relationship. The coefficient of determination R^2 of 0.789 indicates that 78.9% of the variation in Purchase Decisions can be explained by Meta Ads and Affiliate Content, while the remaining percentage is influenced by other factors outside this study. Based on these findings, it can be concluded that optimizing Meta Ads and improving the quality of Affiliate Content are effective digital marketing strategies to enhance consumer purchase decisions at PT Bersih Produk Nusantara, South Jakarta.

INTRODUCTION

Meta Ads in companies, particularly in aspects such as targeting, attractive visuals, call-to-action (CTA), and remarketing, have become crucial factors that influence consumers in making product purchase decisions. In addition, affiliate content – which includes content relevance, quality of information, social proof, audience interaction, and exclusive offers – also plays an important role in increasing purchase decisions.

PT Bersih Produk Nusantara, as the owner of the Spotless brand, which provides shoe cleaning and care products, faces similar challenges in improving consumer purchase decisions amid intense competition. The observed phenomena and data are based on the performance of Meta Ads and affiliate content implemented over the past two years.

Considering the development of digital technology and changes in modern consumer behavior, where consumers increasingly rely on online platforms, PT Bersih Produk Nusantara utilizes Meta Ads and affiliate content as the main pillars of its marketing strategy. The synergy between Meta Ads and affiliate content can effectively strengthen purchase decisions by increasing brand awareness and driving sales conversions.

Table 1.1 Number of Buyers for the Period 2022–2024

QUARTAL	2022	2023	2024
Q1 (Januari - Februari - Maret)	36.515	36.515	29.666
Q2 (April - Mei - Juni)	19.824	38.591	37.701
Q3 (Juli - Agustus - September)	35.755	41.884	80.158
Q4 (Oktober - November - Desember)	37.184	31.744	81.162
Total	129.278	148.734	228.687

Source: Marketing Division of PT Bersih Produk Nusantara

During the period 2022–2024, PT Bersih Produk Nusantara successfully sold more than 400,000 products. This achievement not only reflects strong sales performance but also confirms Spotless as a leading brand compared to competitors offering similar products. This success is closely related to consumer purchase decisions.

In online business, several factors influence purchase decisions, including cultural, social, personal, and psychological factors. According to Tjiptono (2014), purchase decisions occur after consumers go through stages of problem recognition, information search, and evaluation of product or brand alternatives.

PT Bersih Produk Nusantara consistently carries out marketing activities to improve purchase decisions. One of its main strategies is the intensive use of Meta Ads, which enables broader audience reach and more targeted promotion. In addition, the company actively implements affiliate marketing programs by collaborating with partners to expand market reach and enhance brand credibility through third-party recommendations.

Table 1.2 Meta Ads Performance Data (2022–2024)

Tahun	Jangkauan	Click	CTR (%)
2022	233.180.349	2.542.480	2%
2023	290.062.501	2.969.501	2%
2024	25.975.540	3.053.029	1.97%

Source: Marketing Division of PT Bersih Produk Nusantara (November 24, 2024)

As shown in Table 1.2, PT Bersih Produk Nusantara uses Meta Ads as one of its primary online marketing tools. Over the past three years, the advertisements have reached nearly 600 million viewers, including both new and returning audiences. During this period, the advertisements generated approximately 9 million clicks with an average CTR of around 2% annually.

The reliance on Meta Ads is driven by its ability to reach a wide global audience while targeting consumers specifically based on demographics, interests, and behavior. With various engaging formats such as images and videos, Meta Ads allows businesses to deliver messages creatively and effectively. Additionally, features such as retargeting and real-time analytics help maximize conversions and ensure marketing budget efficiency, making it a highly effective tool for increasing visibility and sales in the digital era.

Previous research by Rezma, Elsa, and Zahrotun (2022) indicates that Meta Ads are effective in increasing product sales. However, with increasing competition, improvements in advertising content are necessary to attract audience attention. This demonstrates that Meta Ads significantly influence promotional effectiveness and facilitate product marketing.

In addition to Meta Ads, affiliate content is another effective promotional strategy to increase purchases. Affiliate content enables businesses to collaborate with marketing partners (affiliates) who promote products through their platforms such as blogs, social media, or YouTube channels.

According to Kingsnorth (2021), affiliate marketing is a powerful advertising strategy in which businesses pay others to promote their products or services to increase sales. Affiliates earn commissions based on purchases made using their referral codes. This model provides cost efficiency without reducing marketing effectiveness and creates mutually beneficial relationships.

Table 1.3 Affiliate Sales Data (2024)

QUARTAL	PRODUK TERJUAL	JUMLAH TRANSAKSI PESANAN
Q1 (Januari – Februari – Maret)	3.428	1.714
Q2 (April – Mei – Juni)	4.461	2.231
Q3 (Juli – Agustus – September)	15.806	7.903
Q4 (Oktober – November – Desember)	14.244	7.122
Total	37.939	18.970

Source: Marketing Division of PT Bersih Produk Nusantara

Based on Table 1.3, total product sales generated through affiliate content in 2024 reached 37,939 units. This achievement is supported by effective distribution strategies across various promotional channels, including Facebook (617 sales), Instagram (9,130 sales), Shopee Live (6,620 sales), Shopee Video (3,782 sales), TikTok (267 sales), Twitter (1,369 sales), YouTube (272 sales), and other supporting channels.

This diversity of channels provides a competitive advantage, enabling Spotless to reach different audience segments across multiple platforms. This approach strengthens the synergy between digital and traditional marketing strategies, creating a consistent consumer experience and maximizing opportunities to increase brand awareness.

PT Bersih Produk Nusantara develops partnerships with several prominent influencers who have relevant audiences. These collaborations aim to promote the company's products through platforms such as Instagram, YouTube, TikTok, and blogs. Influencers create engaging content such as product reviews, tutorials, unboxing videos, and promotional posts highlighting product benefits.

Additionally, influencers often share exclusive discount codes to encourage purchases through affiliate links. The company ensures that all content aligns with brand values and builds consumer trust. According to Naruliza (2020), affiliate marketing is an effective strategy for influencing purchase intention and consumer decisions.

Figure 1.1 Affiliate Content of PT Bersih Produk Nusantara



Source: TikTok Observation (November 27, 2024)

This research is important due to the rapid growth of digital platforms in product marketing, particularly through social media such as Meta Ads and affiliate marketing. This study aims to provide deeper insights into the effectiveness of these strategies and how they interact in influencing conversion rates and consumer purchase decisions.

The results of this study are expected to help businesses design more targeted marketing campaigns, improve promotional efficiency, and increase sales performance.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Purchase Decision

According to Tjiptono (2015:21), a purchase decision is a process in which consumers recognize their problems and search for information about specific products or brands.

Meanwhile, Kotler and Keller (2016:194) state that consumer purchase decisions are part of consumer behavior, which studies how individuals, groups, and organizations select, buy, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and desires.

Meta Ads Advertising

According to Kotler and Keller (2016), advertising is a form of marketing communication aimed at influencing consumer behavior. In the context of Meta Ads, advertisements are designed to reach relevant audiences by utilizing demographic and behavioral data from Meta platforms.

Chaffey (2020) emphasizes that one of the main strengths of Meta Ads is its ability to perform highly specific targeting. Advertisers can define audiences based on various criteria, including location, interests, age, and behavior, thereby increasing the relevance of the advertisements displayed to users.

Affiliate Content

According to Gallagher et al. (2001), affiliate marketing is a type of online advertising in which merchants share a percentage of revenue generated from customers who visit the company's website through content providers.

Jefferly (2014) explains that affiliate marketing is an activity where individuals promote other people's products, and for every successful sale generated, the affiliate earns a commission from the product owner.

RESEARCH METHOD

According to Sugiyono (2019:16), quantitative research methods are based on the philosophy of positivism and are used to examine populations or samples using research instruments and statistical data analysis to test predetermined hypotheses.

Furthermore, according to Sujarweni (2019), survey methods are used to collect information by preparing questionnaires distributed to respondents. This study applies an associative approach, aiming to examine relationships between two or more variables and determine their influence. This research also follows a deductive approach, starting from existing theories and then testing them empirically.

Population

According to Sugiyono (2019:126), population refers to a generalization area consisting of objects or subjects with certain characteristics determined by the researcher.

In this study, the population includes all consumers of PT Bersih Produk Nusantara who purchased products in 2024, totaling **18,970 individuals**.

Sample

This study uses the **Slovin formula** to determine the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = sample size
- N = population size
- e = margin of error

Based on:

- Population Size (N) = 18.970
- Marfin of Error (e) = 0,10 (10%)

$$n = \frac{18.970}{1 + 18.970(0,10)^2}$$

$$n = \frac{18.970}{1 + 18.970(0,01)}$$

$$n = \frac{18.970}{1 + 189,7}$$

$$n = \frac{18.970}{190,7}$$

$$n \approx 99,47$$

The calculated sample size is **99 respondents**.

Data Collection Techniques

According to Sugiyono (2017:194), the quality of research data is influenced by the quality of instruments and data collection methods.

This study uses:

- **Primary Data:** collected through questionnaires distributed to consumers who have purchased shoe cleaning products from PT Bersih Produk Nusantara.
- **Secondary Data:** obtained from internal company documents such as marketing reports, sales data, Meta Ads campaigns, and affiliate content records.

Data collection techniques include:

- Observation
- Questionnaires

Data Analysis Techniques

According to Sugiyono (2019), quantitative data analysis consists of:

- **Descriptive statistics:** used to describe data and analyze relationships through correlation and regression.
- **Inferential statistics:** used to generalize sample results to the population with a certain level of probability.

If the error rate is 5%, the confidence level is 95%, and if the error rate is 1%, the confidence level is 99%.

Arikunto (2020:321) states that inferential statistics are used to generalize research findings from samples to populations.

RESULTS AND DISCUSSION

Effect of Meta Ads Advertising (X_1) on Purchase Decision (Y)

The results of this study reveal a positive and significant relationship between Meta Ads advertising and purchase decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta. Based on the results of simple linear regression analysis, the equation obtained is $Y = 1.375 + 0.692X_1$. This means that if there is no advertising activity on Meta Ads ($X_1 = 0$), the level of purchase decision (Y) remains at 1.375. The positive regression coefficient of 0.692 indicates that every one-unit increase in Meta Ads advertising will increase purchase decisions by 0.692 points.

The strength of the relationship between these two variables is reflected in the correlation coefficient value of 0.729, which falls into the strong category. Meanwhile, the coefficient of determination of 0.532 indicates that Meta Ads advertising contributes 53.2% to purchase decisions (Y), while the remaining 46.8% is influenced by other factors not explained in this research model.

These findings are further supported by the t-test results, where the calculated t-value (10.501) is greater than the t-table value (1.985), and the significance value of 0.00 is below 0.05 (5%). Therefore, H_{01} is rejected and H_{a1} is accepted, meaning that Meta Ads advertising has a positive and significant partial effect on purchase decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta.

Effect of Affiliate Content (X_2) on Purchase Decision (Y)

This study shows that Affiliate Content has a positive and significant effect on purchase decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta. This finding is supported by the results of a simple linear regression analysis, which produces the equation $Y = 0.573 + 0.872X_2$. The constant value of 0.573 indicates that when the Affiliate Content variable (X_2) is equal to zero, the level of Purchase Decision (Y) remains at 0.573.

The positive regression coefficient of 0.872 reflects a direct relationship, meaning that every one-unit increase in Affiliate Content will increase purchase decisions by 0.872 points. The strength of the relationship between the two

variables is categorized as very strong, as indicated by the correlation coefficient value of 0.886.

Meanwhile, the coefficient of determination of 0.786 indicates that Affiliate Content contributes 78.6% to purchase decisions, while the remaining 21.4% is influenced by other factors not examined in this study. The t-test results further support this finding, where the calculated t-value (18.868) is higher than the t-table value (1.985), and the significance value of 0.00 is lower than 0.05 (5%).

Therefore, H_{02} is rejected and H_{a2} is accepted, indicating that partially, Affiliate Content (X_2) has a significant effect on purchase decisions (Y) for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta.

Simultaneous Effect of Meta Ads (X_1) and Affiliate Content (X_2) on Purchase Decision (Y)

The findings of this study indicate that, simultaneously, there is a positive and significant effect of Meta Ads advertising and Affiliate Content on Purchase Decisions. This is evidenced by the results of multiple linear regression analysis, which produce the equation $Y = 0.567 + 0.011X_1 + 0.863X_2$.

The regression coefficient for the Meta Ads variable (X_1) of 0.011 indicates that if Meta Ads advertising increases by one unit, while Affiliate Content (X_2) is held constant, the Purchase Decision (Y) will increase by 0.011. Meanwhile, the regression coefficient for Affiliate Content (X_2) of 0.863 indicates that if Affiliate Content increases by one unit, while Meta Ads advertising (X_1) remains constant, the Purchase Decision will increase by 0.863 points.

The coefficient of determination of 0.786 shows that the combined contribution of Meta Ads advertising and Affiliate Content to Purchase Decisions is 78.6%, while the remaining 21.4% is influenced by other factors not examined in this study. In addition, the F-test further strengthens these results, where the calculated F-value (176.208) is greater than the F-table value, and the significance level of 0.000 is less than 0.05 (5%).

Therefore, H_{03} is rejected and H_{a3} is accepted. It can be concluded that simultaneously, Meta Ads advertising and Affiliate Content have a significant effect on Purchase Decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta.

CONCLUSION

1. Meta Ads advertising is proven to have a significant effect on purchase decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta. The regression results show the equation $Y = 1.375 + 0.692X_1$. The correlation coefficient value of 0.729 indicates a strong relationship between Meta Ads advertising and Purchase Decisions. Meanwhile, the coefficient of determination of 0.532 indicates that Meta Ads advertising contributes 53.2% to Purchase Decisions, while the remaining 46.8% is influenced by other variables outside this study.

2. The t-test results show that the calculated t-value (10.501) is greater than the t-table value (1.985), with a significance value of $0.00 < 0.05$ (5%). Therefore, H_{01} is rejected and H_{a1} is accepted, meaning that Meta Ads advertising has a positive and significant partial effect on purchase decisions.
3. Affiliate Content is proven to have a positive and significant effect on purchase decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta. The regression results show the equation $Y = 0.573 + 0.872X_2$. The correlation coefficient value of 0.886 indicates a very strong relationship between Affiliate Content and Purchase Decisions. Meanwhile, the coefficient of determination of 0.786 indicates that Affiliate Content contributes 78.6% to Purchase Decisions, while the remaining 21.4% is influenced by other variables outside this study.
4. The t-test results show that the calculated t-value (18.868) is greater than the t-table value (1.985), with a significance value of $0.00 < 0.05$ (5%). Therefore, H_{02} is rejected and H_{a2} is accepted, meaning that Affiliate Content has a positive and significant partial effect on purchase decisions.
5. Meta Ads advertising and Affiliate Content are simultaneously proven to have a positive and significant effect on purchase decisions for shoe cleaning products at PT Bersih Produk Nusantara, South Jakarta. The results of multiple linear regression analysis show the equation $Y = 0.567 + 0.011X_1 + 0.863X_2$. The coefficient of determination of 0.786 indicates that both variables jointly contribute 78.6% to Purchase Decisions, while the remaining 21.4% is influenced by other variables outside this study.
6. The F-test results show that the calculated F-value (176.208) is greater than the F-table value, with a significance level of $0.000 < 0.05$ (5%). Therefore, H_{03} is rejected and H_{a3} is accepted, meaning that Meta Ads advertising and Affiliate Content simultaneously have a positive and significant effect on purchase decisions.

RECOMMENDATIONS

Based on the research findings, the following recommendations are proposed:

1. Meta Ads Advertising

The statement *"The advertisement attracts my attention because it highlights product benefits that are useful to me"* received a score of 388 with a mean of 3.92. This indicates that the company should continue to improve how product benefits are communicated in Meta Ads, including visual elements, promotional messages, and clear explanations of product advantages, to further attract consumer attention and encourage purchase decisions.

2. **Affiliate Content**

The statement *“Spotless affiliate content matches my needs and interests”* also received a score of 388 with a mean of 3.92. Therefore, the company is advised to collaborate with affiliates or content creators whose audiences align with the target market, ensuring that the content produced remains relevant to consumer needs and interests.

3. **Purchase Decision (Post-Purchase Behavior)**

The statement *“After purchasing Spotless products, I feel satisfied and am willing to recommend them to others”* received the highest score (400) with a mean of 4.04. This suggests that the company should maintain product quality and provide a positive user experience to ensure customer satisfaction and encourage word-of-mouth recommendations.

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