

# The Influence of Brand Image and Bundling Strategy on Purchase Decisions with Affiliate Marketing as an Intervening Variable (A Study on Wardah Cosmetics Purchases Through Shop Tokopedia)

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## Abstract

The advancement of digital technologies along with the convergence of social networking platforms and online commerce has generated new possibilities for marketing approaches, including affiliate marketing programs. Tokopedia, the result of TikTok's acquisition of Tokopedia, uses this strategy to increase sales, including cosmetic products. On the other hand, the growing public awareness of beauty has also driven the cosmetics market, making it both an opportunity and a challenge for local brands such as Wardah to maintain their market share. This research seeks to examine the effect of brand perception and bundling tactics on consumers' purchasing decisions regarding Wardah cosmetic products on the Tokopedia platform, with affiliate marketing serving as an intervening variable. This study takes a quantitative design, and a survey that took place through a questionnaire will be conducted on 100 respondents who have already purchased Wardah bundling products at Shop Tokopedia. The data were analyzed through the Path Analysis method using Smart PLS version 4.0.

The study findings indicate that brand image exerts a positive and statistically significant influence on affiliate marketing, leading to the acceptance of H1. The bundling strategy also demonstrates a positive and significant effect on affiliate marketing, thereby supporting H2. Furthermore, brand image positively and significantly affects purchasing decisions, resulting in the acceptance of H3. The findings indicate that the bundling strategy positively and significantly influences purchasing decisions, resulting in the acceptance of H4. In contrast, affiliate marketing does not significantly affect purchase decisions; therefore, H5 is rejected, and it cannot function as a mediating variable between brand image and the bundling strategy. These findings indicate that brand image and bundling strategy are more influential in directly shaping purchasing decisions than through affiliate marketing.

**Keywords: Brand Image, Bundling Strategy, Affiliate Marketing, Purchase Decision, Tokopedia**

## 1. Introduction

The current technological developments are quite advanced. Several sales or online stores have been developed including Shopee, Tokopedia, Bukalapak and Lazada. The e CBD through the Global e-Commerce Market 2024 report predicts that the global e-commerce will grow to 10.4% in the year 2024. Currently, Indonesia has been forecasted to be the country with the largest e-commerce development in the world of 30.5% or nearly three times the global growth of 2024.

Recently, TikTok, a social media platform, acquired Tokopedia, one of Indonesia's largest e-commerce companies. TikTok and Tokopedia merged to form Shop Tokopedia. Merger of social media with e-commerce. This is also one of the advantages of Shop Tokopedia. Research conducted by Netania et al. (2025) noted that the challenges to be faced with the merger of these two companies include developing new features to compete with other E-commerce platforms. One of them is the affiliate program, where author-eligible persons can participate as affiliates to advertise products from

stores that sell them. Affiliate marketing programs are expected to reach new audiences, thereby increasing sales.

The large number of people who have an awareness of beauty and health makes cosmetic companies aggressively market their products on e-commerce sites. Cosmetic sales throughout 2024, according to GoodStats.id data, are as follows:

TABLE 1  
COSMETICS RATING 2024

Brand	Rank
Skintific	1
Wardah	2
The Originate	3
MS Glow	4
Maybelline	5

Wardah is one of the pioneering halal cosmetics brands, established in 1995, and is produced by PT. Paragon Technology and Innovation (PT. PTI). Wardah is a cosmetic brand that has maintained a relatively stable position and continues to be well-received by consumers in the current market. Established for approximately 30 years, Wardah remains one of the most stable cosmetic brands and is still popular with consumers to this day. According to katadata.co.id Wardah itself has become one of the local products talked about on Tiktok throughout 2023. The many variations of Wardah products are a brand advantage.

Brand image is critical to a brand's marketing of its products. Brand image defines a brand's identity. According to (Kotler & Keller, 2008), Brand image represents how a certain brand is mentally perceived and interpreted by consumers, shaped by the messages they receive and their experiences with the brand, which ultimately forms a mental picture of the brand among consumers. In previous research conducted by (Adriana & Ngatno, 2020) purchase decisions are positively and significantly influenced by brand image.

Bundling strategy is one of the marketing techniques that companies currently use to market their products. According to Royan (2004), bundling is a way of tying two existing products into a single line at a lower price than the previous prices. Earlier studies by Rahmat et al. (2023) demonstrated that the bundling strategy has a statistically significant positive effect on consumers' purchasing decisions.

Affiliate marketing is one of the promotional strategies that are often used on various platforms e-commerce. Affiliate marketing allows social media users to promote products and earn commissions on sales. In a study conducted by Kholifatul Maulida et

al. (2023), the results indicated that the presence of affiliate marketing, as an intervening variable, strengthens and adds value to the influence-independent variables Product Review and Content Creator in influencing buying interest.

According to Peter & Olson (2010), Consumer purchase decisions involve combining accessible knowledge to assess several alternatives before selecting one option.

Referring to the explanation previously described, the researcher would like to take the title of the research on "**The Influence of Brand Image and Bundling Strategy on Purchase Decisions with Affiliate Marketing as an Intervening Variable (A Study on Wardah Cosmetics Purchases Through Shop Tokopedia)**".

## 2. Theoretical Studies and Hypothesis Development

### 2.1 Theoretical Studies

#### Purchase Decision

According to Kotler & Keller (2020), purchase decisions represent a process through which consumers choose to purchase particular brands. they like from among the existing brands. Indicators Purchase decisions using opinions (Kotler & Keller, 2020) as follows: **Product consistency, habitual purchasing behavior, providing recommendations to others, and engaging in repeat purchases.**

#### Brand Image

According to Kodrat (2020), brand image is the consumer's association or belief with a particular brand. According to Indrasari (2019), indicators of brand image, among others, are as follows: **Recognition (Introduction), Reputation (Reputation), Affinity (Attraction), and Loyalty.**

#### Bundling Strategy

According to Royan (2004), bundling is a way of tying two existing products into a single line at a lower price than the previous prices. In a study conducted by Irfan et al. (2021), four strategy indicators were bundled, among others, as follows: **Accuracy, Price, and Attractiveness. How to combine products.**

#### Affiliate Marketing

According to Prayitno (2008), affiliate marketing is a commission-based system in which product owners pay people who later promote their products to others. Affiliate marketing according to (Kholifatul Maulida et al., 2023) It has 4 indicators, including: **Accuracy,**

usability, attractiveness, ease of direction.

## 2.2 Hypothesis Development



Picture 1 Researcher's Thinking Framework

The following hypothesis is formulated:

H1: A significant and favorable correlation exists linking brand image to the effectiveness of affiliate marketing.

H2: A significant and favorable correlation exists linking bundling strategy to the effectiveness of affiliate marketing.

H3: A significant and favorable correlation exists linking brand image to the effectiveness of purchase decision

H4: A significant and favorable correlation exists linking bundling strategy to the effectiveness of purchase decision

H5: A significant and favorable correlation exists linking affiliate marketing to the effectiveness of purchase decision

## 3. Research Methods

Brand image and bundling strategy serve functioning as the predictor variables within this research. Then the dependent variables, namely purchase decisions and affiliate marketing, are intervening variables.

Consumers who have purchased Wardah bundling products through Shop Tokopedia constitute the population of this research, whose exact size cannot be clearly determined. Accordingly, the researcher established the number of participants by applying the Lemeshow calculation method.

$$n = \frac{Z^2 p (1-p)}{d^2} \quad (1)$$

Information:

n = Number of Samples

z = z score at 95% confidence = 1.96

p = Maximum estimate 0.5

d = alpha (0.10) or sampling error 10%

$$n = \frac{Z^2 p (1 - p)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 \quad (2)$$

96.04 was obtained, then rounded up to 100 samples. Therefore, the minimum sampling in this study is 100. The investigator employed a five-point Likert scale for measurement in this research.

This study applied a non-random sampling approach, specifically employing purposive criteria to select the research respondents. This method was chosen due to its relatively wide population coverage. The qualifications required for participants in this research consist of:

- 1) Respondents aged at least 17 years
- 2) The respondent who have purchased Wardah cosmetic bundling products at Shop Tokopedia
- 3) Respondents have bought Wardah cosmetic products at Shop Tokopedia at least 2 times
- 4) Respondents have seen or followed influencers/Affiliates

Path Analysis techniques were used to analyze the data in this research with the support of SmartPLS version 4.0 software. Data analysis followed a three-step procedure consisting of outer model analysis, inner model evaluation, and hypothesis examination.

To verify construct consistency and precision, the measurement model was first assessed. Indicators are regarded as valid when outer loading values are greater than 0.7, composite reliability exceeds 0.7, and average variance extracted is higher than 0.5, indicating adequate convergent validity (Hair et al., 2017). Furthermore, discriminant validity was established through the Fornell–Larcker criterion and the heterotrait–monotrait ratio, both of which must remain below the threshold of 0.90. (Henseler et al., 2015).

The inner model assessment follows the guidelines proposed to Hair et al. (2017): The coefficient of determination ( $R^2$ ) is applied to determine how well the predictor constructs explain the variance of the endogenous constructs. Based on (Henseler et al., 2015), the model's explanatory capability is classified as substantial ( $> 0.75$ ), moderate ( $> 0.50$ ), or weak ( $> 0.25$ ). Furthermore, an acceptable model fit is achieved when the standardized root mean square residual (SRMR) value remains below 0.10. The

assessment of multicollinearity was conducted by examining Variance Inflation Factor (VIF) values. According to (Hair et al., 2014) when the whole value VIVID Be under 5 so declared free from multicollinearity problems It would be better if it was below 3.3. Meanwhile, according to Hair et al. (2017), The effect size ( $f^2$ ) is employed to evaluate the magnitude of a predictor construct's influence on an endogenous construct, with classifications of small ( $> 0.02$ ), medium ( $> 0.15$ ), and large ( $> 0.35$ ).

Hypotheses were tested to identify whether the relationships among constructs within the structural model were statistically meaningful. According to (Hair et al., 2017), The direct relationships among constructs are examined using path coefficient values. A relationship is considered statistically significant when the T-statistic is greater than 1.96 and the corresponding P-value is less than 0.05. Furthermore, indirect effects are examined via the Total Indirect Effect, which is similarly considered significant when it fulfills the same criteria: a T-statistic greater than 1.96 and a P-value less than 0.05, based on results from Bootstrapping.

#### 4. Results and Discussion

This research was conducted to investigate the impact of brand perception and bundling tactics on buying choices, utilizing affiliate marketing as a mediating variable (Wardah Cosmetics Purchase Study at Tokopedia Shop). This study was carried out by collecting responses via a questionnaire shared using a Google Form link.

##### 4.1 Characteristics of Respondents

The subsequent table delineates the demographic characteristics of the participants included in this investigation.

TABLE 2  
RESPONDENT CHARACTERISTICS

Category	Classification	Number of Respondents	Percentage
Gender	Man	8	8%
	Woman	92	92%
Age	17 - 25 Years	68	68%
	26 - 30 Years	20	20%
	31 -35 Years	10	10%
	> 35 Years	2	2%
Work	Old College Student / Student	61	61%
	Civil Servant	4	4%
	Private Employees	28	28%
	Businessman	4	4%
	Other	3	3%

Category	Classification	Number of Respondents	Percentage
Income	<IDR 500,000	18	18%
	IDR 500,000 - IDR 2,000,000	39	39%
	IDR 2,000,000- IDR 5,000,000	26	26%
	> IDR 5,000,000	17	17%
	Number of Transactions	2 Times	34
	3-6 times	43	43%
	> 6 times	23	23%

Source: Data processed (2025)

The respondent profile indicates that women made up the majority of participants, comprising 92% of the sample. The age distribution shows that 68% of respondents were within the 17–25-year range. Based on employment status, students represented the largest group at 61%. Additionally, the most common income category was IDR 500,000 to IDR 2,000,000, encompassing 39% of the respondents. Regarding transaction frequency, the majority (43%) reported making purchases between 3 to 6 times. The subsequent section details the participants' characteristics based on their geographical origin.

TABLE 3  
NUMBER OF RESPONDENTS BY REGION

Regional Origin	Sum	Percentage
Aceh	2	2%
Bali	3	3%
Banten	6	6%
Bengkulu	2	2%
D.I Yogyakarta	7	7%
Jakarta	12	12%
Jambi	3	3%
West Java	13	13%
Central Java	8	8%
East Java	7	7%
West Kalimantan	2	2%
South Kalimantan	1	1%
East Kalimantan	1	1%
Bangka Belitung Islands	1	1%
Riau Islands	5	5%
Lampung	5	5%
Riau	4	4%
South Sulawesi	4	4%
North Sulawesi	1	1%
West Sumatra	3	3%
South Sumatra	5	5%
North Sumatra	5	5%

Source: Data processed (2025)

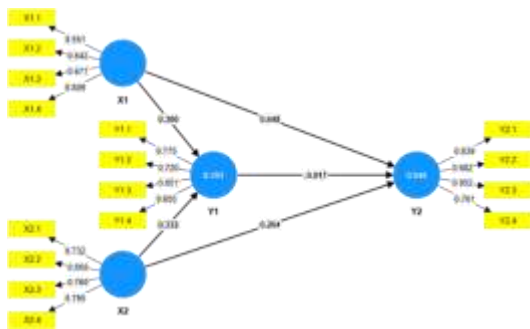
A larger proportion of respondents came from West Java, accounting for 13%. However, in this study, there were only respondents in 22 provinces out of 38 provinces in Indonesia. This shows the limitations of this research which cannot cover all provinces in Indonesia.

In this study, there are 32 statements with 8 statements to measure brand image variables, 8 statements to measure bundling strategy variables, 8 statements to measure affiliate marketing variables and 8 statements to measure purchase decision variables.

## 4.2 Data Analysis

### a. Outer Model Analysis

#### Convergent Validity



Picture 2 Stage 1 Data Processor

Based on Phase 1 Data Processing, the outer loading value can be known in detail through the table below.

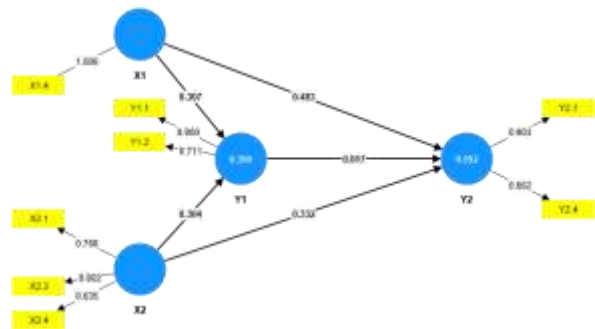
TABLE 4

OUTER LOADING STAGE 1

	X1	X2	Y1	Y2
X1.1	0,551			
X1.2	0,642			
X1.3	0,671			
X1.4	0,809			
X2.1		0,732		
X2.2		0,650		
X2.3		0,760		
X2.4		0,795		
Y1.1			0,775	
Y1.2			0,720	
Y1.3			0,651	
Y1.4			0,655	
Y2.1				0,839
Y2.2				0,682
Y2.3				0,652
Y2.4				0,761

Source: Data processed (2025)

0.7 is ideal, while the value of Outer Loading Between 0.5 and 0.69 is still acceptable, if the contribution to the overall validity and reliability is good. However, after the test was carried out Heterotrait-monotrait ratio (HTMT), Test Fornell Lacker Criterion and Cross loading in this model, it was found that the variables between constructs in this model did not meet the test requirements Discriminant validity. There are 8 indicator items that value Outer Loading is less than 0.7 i.e. X1.1, X1.2, X1.3, X2.2, Y1.3, Y1.4, Y2.2, Y2.3. Therefore, the researcher decided to eliminate the indicator. The removal of the indicator is carried out to maintain the validity of the construct. This is likely due to diverse respondents' perceptions or lack of understanding of the item's statements.



Picture 3 Phase II Data Processing

Furthermore, data processing was carried out again and the following results were obtained.

TABLE 5

OUTER LOADING PHASE II

	X1	X2	Y1	Y2
X1.4	1,000			
X2.1		0,768		
X2.3		0,802		
X2.4		0,835		
Y1.1			0,900	
Y1.2			0,711	
Y2.1				0,903

Source: Data processed (2025)

All measurement items satisfy the validity criteria according to the outcomes of the second-stage outer loading analysis. Exceeding the outer loading value requirement of more than 0.7. Furthermore, construct reliability and convergent reliability tests were carried out

(Hair et al., 2017) suggest that Value Outer Loading >

TABLE 6  
CONSTRUCT RELIABILITY & CONVERGENT REABILITY

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X2	0,724	0,731	0,844	0,644
Y1	0,501	0,575	0,792	0,658
Y2	0,718	0,731	0,876	0,779

Source: Data processed (2025)

Testing Construct Reliability by examining Cronbach's alpha, Composite reliability, and AVE. value Cronbach Alpha for variable Y1 of 0.501 is below the minimum limit, but is still acceptable because the value Composite reliability 0.792 and AVE of 0.658, indicating that the Y1 variable still meets the reliability requirements. As for the variables X2 and Y2, it can be seen that they have met the reliability requirements. (Hair et al., 2017)

### Discriminant Validity

TABLE 7  
HETEROTRAIT-MONOTRAIT RATIO (HTMT)

	X1	X2	Y1	Y2
X1				
X2	0,708			
Y1	0,665	0,781		
Y2	0,815	0,858	0,661	

Source: Data processed (2025)

To see whether the Discriminant Validity has met the requirements, it can be tested using the Heterotrait-Monotrait Ratio approach. (Henseler et al., 2015) stated that the HTMT ratio among constructs must be below 0.90. In line with the results shown in Table 7, all HTMT values in this model are below the recommended limit. The highest HTMT value was recorded at 0.858 between construct X2 and Y2, while the lowest value was 0.661 between Y1 and Y2. Therefore, it can be inferred that each construct within the model demonstrates adequate discriminant validity.

TABLE 8  
FORNELL LARCKER CRITERION TEST

	X1	X2	Y1	Y2
X1	<b>1,000</b>			
X2	0,606	<b>0,802</b>		
Y1	0,491	0,490	<b>0,811</b>	
Y2	0,693	0,633	0,417	<b>0,883</b>

Source: Data processed (2025)

Using the Fornell–Larcker criterion, discriminant validity was confirmed by comparing the square root of each construct's AVE with its correlations with other constructs. (Fornell & Larcker, 1981). As illustrated in Table 8, all constructs meet this criterion, as their AVE square roots exceed the corresponding correlation values. For example, construct X1 has an AVE square root of 1.000, which is greater than its correlations with X2 (0.606), Y1 (0.491), and Y2 (0.693). The root value of AVE for X2 is 0.802, higher than its correlations with other constructs, namely X1 (0.606), Y1 (0.490), and Y2 (0.633). The root value of AVE for Y1 is 0.811, higher than its correlation with X1 (0.491), X2 (0.490), Y2 (0.633). The square root of the AVE for construct Y2, at 0.883, exceeds its correlations with the other constructs: X1 (0.693), X2 (0.633), and Y1 (0.417). Consequently, every construct within the model satisfies the discriminant validity criteria as per the Fornell-Larcker method.

TABLE 9  
CROSS LOADING

	X1	X2	Y1	Y2
X1.4	<b>1,000</b>	0,606	0,491	0,693
X2.1	0,433	<b>0,768</b>	0,413	0,387
X2.3	0,544	<b>0,802</b>	0,370	0,581
X2.4	0,473	<b>0,835</b>	0,402	0,537
Y1.1	0,478	0,479	<b>0,900</b>	0,400
Y1.2	0,291	0,287	<b>0,711</b>	0,258
Y2.1	0,641	0,622	0,449	<b>0,903</b>
Y2.4	0,579	0,486	0,275	<b>0,862</b>

Source: Data processed (2025)

It is evident that discriminant validity has been achieved, as each measurement item demonstrates its highest factor loading on its intended construct. It shows that each indicator can explain the latent variable it represents.

### b. Inner Model Evaluation

TABLE 10  
R-SQUARE TEST

	R-square	R-square adjusted
Y1	0,300	0,285
Y2	0,552	0,538

Source: Data processed (2025)

The R Square (R<sup>2</sup>) metric is employed to assess how well exogenous constructs account for endogenous constructs, with values classified as high, moderate, or low based on the thresholds proposed by (Hair et al., 2017), It is apparent that the predictor variables influence the mediating variable with a path

coefficient of 0.300. This value is greater than 0.25 yet smaller than 0.50. Then this model is weak. This value indicates that the brand image and bundling strategy only able to explain variables affiliate marketing (Y1) is only 30% while the other 70% is other factors outside the model. Other variables such as product reviews and content creator also has a great contribution to affiliate marketing, these findings were found in a study conducted (Kholifatul Maulida et al., 2023). An  $R^2$  value of 0.552 indicates the extent to which the independent variables influence the dependent variable. As this value falls between 0.50 and 0.70, the model demonstrates a moderate level of explanatory strength, implying that brand image accounts for variations in the purchase decision variable (Y2). bundling strategy and affiliate marketing by 55.2% while 44.8% other factors other than the model.

TABLE 11  
TEST MODEL FIT

	Saturated model	Estimated model
SRMR	0,096	0,096
d_ULS	0,334	0,334
d_G	0,161	0,161
Chi-square	102,551	102,551
NFI	0,647	0,647

Source: Data processed (2025)

The model fit evaluation yielded an SRMR value of 0.096. This value is below the maximum limit of 0.10 according to (Henseler et al., 2015). Therefore, the model is declared to have good feasibility.

TABLE 12  
VARIANCE INFLATION FACTOR (VIF) TEST

	VIVID
X1 -> Y1	1,579
X1 -> Y2	1,714
X2 -> Y1	1,579
X2 -> Y2	1,711
Y1 -> Y2	1,428

Source: Data processed (2025)

(Hair et al., 2014) suggest that multicollinearity is not a concern when VIF values remain below 3.3. The results shown in Table 12 support this condition, with X1 exhibiting a VIF of 1.579 toward Y1 and 1.714 toward X2. The value of VIF X2 against Y1 is 1.579. The value of VIF X2 against Y2 is 1.711. As well as the VIF Y1 value against Y2 of 1,428. This indicates that this structural model is suitable for use in advanced analysis.

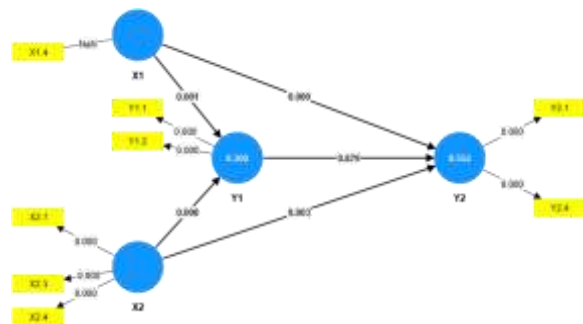
TABLE 13  
F-SQUARE TEST

	F-Square
X1 -> Y1	0,085
X1 -> Y2	0,304
X2 -> Y1	0,084
X2 -> Y2	0,143
Y1 -> Y2	0,000

Source: Data processed (2025)

According to (Hair et al., 2017) The f-squared value serves to quantify the contribution size of each predictor construct to an endogenous construct within a structural model. The criteria for the f-square value include small effects ( $> 0.02$ ), medium ( $> 0.15$ ), and large ( $> 0,35$ ). It can be seen in Table 13, that X1 has a small effect on Y1 of 0.085, X1 has a moderate effect on Y2 of 0.304, X2 has a small effect on Y1 of 0.084, X2 has a small effect on Y2 of 0.143, and Y1 has no effect on Y2.

### c. Hypothesis Test



Picture 4 Bootstrapping

According to (Hair et al., 2017) Path coefficient analysis is employed to examine the direct relationships between constructs. A relationship is regarded as significant if the T-statistic is greater than 1.96 and the P-value is less than 0.05. To estimate these coefficients, a bootstrapping technique is applied, yielding the results presented below:

TABLE 14  
PATH COEFFICIENT

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1 -> Y1	0,307	0,308	0,093	3,287	0,001
X1 -> Y2	0,483	0,467	0,105	4,616	0,000
X2 -> Y1	0,304	0,316	0,086	3,527	0,000
X2 -> Y2	0,332	0,336	0,111	2,990	0,003
Y1 -> Y2	0,017	0,030	0,115	0,152	0,879

Source: Data processed (2025)

From the outcomes of the Path Coefficient analysis,

the following conclusions can be drawn:

#### **Brand Image (X1) on Affiliate Marketing (Y1)**

A path coefficient of 0.307 signifies a positive impact of brand perception on affiliate marketing. Given a T-statistic of 3.287 ( $>1.96$ ) and a P-value of 0.001 ( $<0.05$ ), the effect is statistically significant. The results confirm a positive influence of brand image on affiliate marketing, supporting hypothesis H1 and indicating that Wardah has developed a positive brand image, thereby increasing partner trust among affiliates who want to promote their products. This result aligns with the findings from the research conducted by (Ningsih et al., 2023) states that brand awareness, which conceptually bears a resemblance to brand image, significantly affect the intention of use referral link Shopee Affiliates on the purchase of BLP Brand cosmetic products. However, this research contradicts the research conducted by (Fauzia & Albari, 2024) that brand perception does not exert a favorable and statistically meaningful impact on word-of-mouth communication at Fire Somethinc. Word of mouth (WOM) itself has a concept similar to that of affiliate marketing.

#### **Bundling Strategy (X2) on Affiliate Marketing (Y1)**

The analysis reveals a path coefficient of 0.304, reflecting a positive relationship between the bundling tactic and affiliate marketing. With a T-statistic of 3.527 and a P-value of 0.000, the effect is confirmed to be statistically significant. These findings demonstrate that the bundling strategy positively and significantly influences affiliate marketing consequently, hypothesis H2 is accepted. These results show that the bundling used by Wardah can increase the interest and motivation of partners affiliate to market their products. Research undertaken by Wu et al. (2020), demonstrates that electronic word-of-mouth (E-WOM) impacts the sales of bundled travel products, making them quite in demand. This can serve as a supporting statement of the positive and significant influence of the bundling strategy towards Affiliate Marketing in this study.

#### **Brand Image (X1) on Purchase Decision (Y2)**

Brand image positively affects purchase decisions, as indicated by a coefficient of 0.483. The effect is statistically significant, given a T-statistic of 4.616 ( $>1.96$ ) and a P-value of 0.000 ( $<0.05$ ), confirming the positive influence of brand image on purchase decisions, H3 is confirmed. These results show that the image built by Wardah is strong, enabling it to make consumers buy Wardah products. This result is consistent with earlier findings by (Adriana and Ngatno (2020), which revealed that brand perception exerts a favorable and statistically meaningful influence on the buying choices for Sariayu Martha Tilaar products among consumers in Semarang City, as demonstrated by the study (Nazwah Irawan & Saputra, 2023) The results reveal a positive and significant influence of brand perception on purchase decisions for Wardah products in South Tangerang. This finding stands in contrast to previous studies by (Aruna et al., 2024) and (Aurellia & Sidharta, 2023), both of which concluded that brand image does not have a positive and significant effect on purchasing decisions for Garnier Sakura Glow and local skincare products, respectively.

#### **Bundling Strategy (X2) on Purchase Decision (Y2)**

The analysis reveals a path coefficient of 0.332, reflecting a positive relationship between the bundling tactic and purchase decisions. With a T-statistic of 2.990 and a P-value of 0.003, the effect is confirmed to be statistically significant. These findings support hypothesis H4, indicating that bundling positively influences purchase decisions. These results show that the Bundling with product combinations and the relevant price offered by Wardah influence consumers' purchase decisions. Considering the demographic profile of the participants in this study, the predominant group consists of female respondents, aged between 17 and 25 years, who are currently students, therefore consumers tend to buy bundling products so that they can save. These findings are consistent with prior studies by (Rahmat et al., 2023) and (Irfan et al., 2021) both of which concluded that bundling strategies positively and significantly affect purchase decisions for Scarlett Whitening products and



fast-food retail products in Bali, respectively.

### The Influence of Affiliate Marketing (Y1) on Purchase Decisions (Y2)

The analysis yields a path coefficient of 0.017, suggesting a negligible negative association between affiliate marketing and purchase decisions. With a T-statistic of 0.152 and a P-value of 0.879, the relationship does not meet the criteria for statistical significance. It can be concluded that affiliate marketing does not exert a meaningful influence on purchase decisions. Therefore, hypothesis H5 is rejected. Looking at the characteristics of the respondents in this study, the majority are women aged 17–25, students, and have a monthly income of around IDR 500,000-2,000,000. Although information from affiliate marketing while it can be considered accurate and useful, it is not strong enough to drive a direct purchase decision. It can also be linked to H3 results brand image has an influence and significance on the purchase decision, which shows that brand image of Wardah itself has been formed strongly so that the role of affiliate marketing not required. This study's outcome aligns with the research by (Kertiriasih, 2023) Results indicate that affiliate marketing shows no significant effect on consumer purchasing decisions at the Bali Semanggi Store. However, research by (Nur Afifa Agustin, 2023) presents contrasting evidence, revealing a positive and significant influence of affiliate marketing on purchase decisions related to Skintific cosmetic products on TikTok Shop. Supporting this divergence (Simanjutak et al., 2024) also reported a positive and meaningful effect of affiliate marketing on skincare purchasing behavior among Generation Z women in South Bekasi.

TABLE 15  
TOTAL INDIRECT EFFECT

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values
X1 -> Y1 -> Y2	0,005	0,012	0,038	0,140	0,889
X2 -> Y1 -> Y2	0,005	0,012	0,038	0,139	0,890

Source: Data processed (2025)

It was found that affiliate marketing (Y1) does not significantly mediate the relationship between brand image (X1) and purchase decisions (Y2). Likewise, no significant indirect effect was identified for the relationship between the bundling strategy (X2) and purchase decisions (Y2) via affiliate marketing (Y1).

This is indicated by the value P-value pathways of 0.889 (for X1 → Y1 → Y2) and 0.890 (for X2 → Y1 → Y2), respectively, which is well above the significance threshold of 0.05. In addition, the value of T-statistics which is very low below 1.96. It can be said in this study, affiliate marketing cannot be a mediator between brand image as well as bundling strategy on the purchase decision. This contrasts with the study by (Kholifatul Maulida et al., 2023) which found that Affiliate Marketing can serve as a mediator the influence of content creators and product reviews on the purchase intentions of Shopee consumers in Kudus Regency.

## 5. Conclusions and Suggestions

### Conclusion

This investigation seeks to examine the impact of brand perception and bundling tactics on purchasing choices for Wardah cosmetic products on the Tokopedia marketplace, with affiliate marketing functioning as an intervening variable. Drawing from the outcomes of the analysis conducted using SmartPLS version 4.0, the following conclusions were obtained:

- 1) Brand perception exerts a favorable and statistically significant influence on affiliate marketing. This indicates that a more positive brand image held by Wardah corresponds to greater effectiveness of affiliate marketing in swaying consumer decisions on the Tokopedia marketplace. This result is consistent with the research

conducted by (Ningsih et al., 2023) states that brand awareness, which is conceptually analogous to brand perception, positively and significantly influences the intention to use Shopee Affiliate referral links for purchasing BLP cosmetic products. However, this research contradicts the research conducted by (Fauzia & Albari, 2024) results reveal that the relationship between brand image and word of mouth (WOM) is neither positive nor statistically significant at fire Somethinc. word of mouth (WOM) itself has a similarity in concept with affiliate marketing.

- 2) Bundling strategy have a positive and significant effect on affiliate marketing. In a study conducted by (Wu et al., 2020) influence electronic word of mouth (E-WOM) makes products bundling quite in demand. This can be a support for the statement of positive and significant influences between bundling strategy towards affiliate marketing in this study. Parcel bundling relevant, attractive, and economical proven to increase effectiveness affiliate marketing. This reflects that mergers and combinations in the form of Wardah bundling products in Shop Tokopedia can strengthen promotions through affiliate.
- 3) It is evident from the results that purchasing choices are positively and significantly affected by brand perception. This indicates that Shop Tokopedia consumers have a positive perception of the Wardah brand and tend to be more confident in making the decision to buy Wardah products. This finding supports earlier work by (Adriana & Ngatno, 2020), Evidence from earlier research suggests that brand perception positively and significantly influences purchasing decisions for Sariayu Martha Tilaar products in Semarang City, and that brand image has a favorable and statistically meaningful effect on purchase decisions for Nuansa Kopi Jember (Setianingsih, 2022) However, these findings diverge from those of (Aruna et al., 2024) who concluded that brand image does not have a positive and significant effect on purchasing decisions for Garnier Sakura Glow products, as well as from the study by (Aurellia & Sidharta, 2023) which reported similar non-significant results for local skincare products.
- 4) No statistically significant impact of affiliate marketing on purchase decisions was found. this indicates that the content or promotion through affiliate is not strong enough in influencing consumers to make the decision to buy Wardah products at the Shop Tokopedia. Even though affiliate marketing can convey information, it's not enough to directly build buy-in confidence. This finding is consistent with the study carried out by Kertiriasih (2023), which found that affiliate marketing does not significantly affect purchase decisions at the Bali Semanggi Store. In contrast, a study by Nur Afifa Agustin (2023) revealed that affiliate marketing exerts a positive and statistically significant influence on purchasing decisions for Skintific cosmetic products on TikTok Shop. A study by (Simanjutak et al., 2024) indicated that affiliate marketing exerts a favorable and statistically significant influence on skincare buying choices among Generation Z women in South Bekasi. Research by (Khairat & Azman, 2025) also demonstrates that affiliate marketing positively and notably affects fashion product purchase decisions on the Shopee platform.
- 5) There was no statistically significant indirect effect of brand perception and bundling tactics on purchase decisions mediated by affiliate marketing. This signifies that affiliate marketing does not function as an intermediary in the relationship between the predictor variables and the purchasing choices for Wardah products on the Tokopedia marketplace. The predominant demographic among the participants in this study comprises female students, aged 17–25, with a monthly income ranging from approximately IDR 500,000 to IDR 2,000,000. This characteristic shows that the purchasing power of respondents is relatively limited, and tends to be more selective in making purchasing decisions. Contrary to the findings of Kholifatul Maulida et al. (2023), Affiliate marketing was demonstrated to serve as an intervening variable connecting product reviews and

content creators to the purchase interest of Shopee users in Kudus Regency. Even though affiliate marketing has not been proven to be a mediator but this result actually provides new findings, that for products such as Wardah, brand image and bundling strategy has more direct influence than third-party promotions.

### Suggestion

In light of the conclusions presented, the researcher suggests that for further research, namely considering using other variables besides brand image variables, bundling strategy and affiliate marketing that are also influential such as brand personality, perceived value, cross selling, value added strategy, referral marketing, word of mouth, customer satisfaction, or buying behavior, so that it can provide a newer point of view.

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