

**THE EFFECT OF DIGITAL LITERACY, PLATFORM
SUPPORT, TIME MANAGEMENT, AND SOCIAL SUPPORT
TO EFFECTIVENESS OF AFFILIATE MARKETING FOR
MOTHERS IN JAVA ISLAND**



THESIS

By

Fauzan Akbar

24221004

Thesis Supervisor:

Assoc Prof. Dr. Leonnard Ong, S.E, M. Comm, CDM

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Prepared By

Fauzan Akbar

24221004

A THESIS

**Submitted in a partial fulfilment of the requirements for the
degree of Master of Business Administration**

CERTIFICATE OF APPROVAL

Name : FAUZAN AKBAR

Topic: "The effect of digital literacy, platform support, time management, and social support to effectiveness of affiliate marketing for mothers in Java island"

We hereby declare that this Thesis is from student's own work, has been read and presented to Institut IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration Degree and has been found to be satisfactory.

Jakarta, 20 - 04 -2026

Examined by,



Assoc Prof. Dr. Leonnard Ong, S.E, M. Comm, CDM



Sidrotun Naim, M.P.A., Ph.D.



Dr. Firdaus Fanny Putera Perdana, ST, MT, MBA

Advisor

Chair of Examiners

Examiners

Acknowledged by,



Prof. Dr. Christina Whidya Utami MM., CLC., CPM (A)
Vice Rector of Academic & Student Affairs

NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfilment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 20 - 04 - 2026

A handwritten signature in blue ink is written over a yellow rectangular stamp. The stamp features the Garuda Pancasila emblem, the text '10000', 'METERAI TEMPEL', and a serial number 'BA1ANX381563581'.

Fauzan Akbar

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ABSTRACT

The paper has investigated the predictors of affiliate marketing among mothers in Java with respect to digital literacy, platform support, time management, and social support in a trust-based digital space. The proposed relationships were tested using survey data available on active affiliate marketers through a quantitative research design and Partial Least Squares Structural Equation Modelling. The findings reveal that digital literacy and platform support are the factors that contribute to the effectiveness of affiliate marketing to a significant degree, and time management and social support do not exhibit a direct substantial impact. The measurement model validates a satisfactory reliability and validity and the structural model reflects a large amount of explanatory power. The results emphasize that technological competence, optimized content, and the efficient utilization of platform tools that enhance credibility and viewer confidence are the major determinants of the affiliate marketing performance. Veritable communication, evidence-based content plans and open interaction principles are seen as the decisive forces behind sustainable affiliate performance. The research adds to the body of knowledge regarding the role of trust and authenticity, which is possible with the support of digital capability, in the context of successful affiliate marketing in new digital economies.

Keywords: digital literacy, platform support, affiliate marketing, trust and authenticity

Chapter 1

Introduction

1.1 Background of Study

Indonesia's economy endures profound stagnation today. This slump reshapes the middle class's socioeconomic fabric, eroding household spending, wages, and overall domestic outlays. BPS data (2024) exposes a sharp decline: the group shrank from 57.3 million in 2019 to 47.9 million. Pandemic fallout unleashed job cuts, wage freezes, and persistent inflation pressures that shoved many into lower-income tiers, yielding 2025's record-low consumption.

Income swings persist as a core threat. Over 30 percent of middle- and low-income families grappled with acute instability from 2020 to 2022, per BPS (2023). Those diversifying earnings via digital innovations build sturdier defenses. Households slash discretionary expenses, tap savings, and turn to online loans for survival.

Women spearhead the pivot to digital micro-businesses. They helm about 41 percent of Indonesia's MSMEs, often from home bases, as IFC (2022) highlights. Economic gains for women bolster family finances through these digital channels. Affiliate marketing suits mothers juggling low tech skills, time shortages, and family duties. Platforms amplify product visibility and social ties in Indonesia; timely, targeted content sharpens marketing impact (Rahayu & Ong, 2025).

1.1.1 Women Entrepreneurs

Indonesian women entrepreneurs form a diverse cohort. Most mothers rely on micro and small enterprises run from home, securing their primary income. These ventures thrive in sectors like food and drinks, apparel, crafts, and digital resale domains often pursued through online platforms and home operations (Cakranegara et al., 2022). Dual-role women balance formal jobs with UMKM

pursuits. Middle-income households enable this; women boost family earnings by peddling products online or starting modest businesses in spare moments (Handayani et al., 2023). Others, with brief stints in formal roles such as teaching, office work, or factory labor, exit the workforce post-marriage or childbirth. They embrace entrepreneurship for its flexibility (Dina, 2022). Such profiles reveal profound heterogeneity. Entrepreneurs draw from varied social, economic, and familial contexts to shape their paths.

Indonesian women entrepreneurs enjoy a 40 percent edge over men in launching home-based ventures. Their pursuits align seamlessly with caregiving roles. Financial prudence, emotional steadiness, and unwavering commitment to household fiscal security define their reputation. Many moms who are interested in starting a home company do so because they need a way to generate some extra cash so they can keep their family afloat (EdelGive Foundation, 2021). As recent studies have indicated, home based entrepreneurship gives the mother the freedom to balance between mothering and business as well as augment their agency in the family. Hendratmi, Agustina, Sukmaningrum, and Widayani (2022) found out that the entrepreneurial livelihood approaches of the Indonesian women entrepreneurs are generally founded on the household roles that they are supposed to carry so that they can support the income as well as the well-being of the entire household. The results encourage the emergence of home entrepreneurship as a source of adaptive resilience and the role of mothers in decision-making in the household.

These female-owned businesses in Indonesia are called as Usaha Mikro, Kecil, and Menengah (UMKM) or micro, small, and medium enterprises (MSMEs). Law No. 20/2008 on UMKM establishes micro enterprise as an entity with an asset that does not exceed IDR 50 million and annual turnover does not exceed IDR 300 million. Small enterprises have assets of between IDR 50 million and 500 million and sales of up to IDR 2.5 billion, medium enterprises have assets of between IDR 500 million and 10 billion and sales as high as IDR 50 billion only (Kementerian Koperasi dan UKM, 2008). The Indonesian economy is based on the UMKM, which produces over 60 per cent of the national GDP of the country and employs over 97 per cent of the population (BPS, 2023).

One of the means to make the family earn more money and become financially stable is the opening of a business under the help of UMKM to most middle-income families. The families that are finding the living costs, education costs and healthcare costs to be on the increase are not thinking of home based business as an additional source of income, but as a way of bringing stability to the long-term. This is very encouraging to women who balance between taking care of others and being an entrepreneur. Since a UMKM can work at home due to flexibility, this means that he or she can still have a salary but not influence family life (Putri and Yuliarmi, 2021). It is revealed that microenterprises led by women enhance the flexibility of households and decrease the risk of income because of income diversification, fostering digital circulation, and local economic growth (Hendratmi, Agustina, Sukmaningrum, and Widayani, 2022).

1.1.2 Ecommerce in Indonesia

Online shopping in Indonesia has been expanding at a quick pace for a variety of reasons. Massive numbers of people with less disposable income who are still connected to the internet and have smartphones. More than 170 million people in Indonesia use social media regularly, and over 200 million people use the internet. Most of these people use their mobile phones to access the internet (We Are Social and Meltwater, 2024). This robust online platform has reshaped the purchasing behavior of the customers who no longer move to the shops and make purchases as they used to do in the past. The e-commerce has become attractive to the Indonesians of various income groups because of greater availability 24/7, affordable prices, and product selection (Google, Temasek, and Bain and Company, 2023).

The other major aspect that has led to this growth is the enhanced security of the electronic payment and shipment networks. They have also earned the trust of the consumers with their consumer-safer, faster and convenient way of transacting their activities through the use of e-wallet such as OVO, GoPay, ShopeePay and Dana. Simultaneously, the emergence of last-mile shipping logistics and fulfillment centres by those organizations as JNE, J&T, and SiCepat has enhanced the supply chain and reduced the delivery time in the archipelago (World

Bank, 2021). These advances lower barriers for buyers and sellers especially novices eyeing online markets drawing fresh players into Indonesia's digital economy.

E-commerce denotes online transactions broadly. Distinctions matter, though: standalone sites versus marketplaces. Chaffey (2022) describes the former as brand- or seller-run stores handling inventory, promotion, and client ties single-handedly. Marketplaces like Shopee, Tokopedia, Lazada, and TikTok Shop host thousands of vendors' goods under one roof. Affiliate systems, woven into these hubs via digital tools, propel Indonesia's retail surge (Rahman, Alam, & Wahid, 2024).

Such platforms fit this study perfectly; affiliate marketing unfolds mainly within them. In Indonesia, marketplaces link producers, sellers, and shoppers through auto-tracked links and performance commissions unlike branded e-stores. Recent work shows these networks ease entry for small operators and cash-strapped mothers lacking stock or ad budgets, provided they wield digital savvy and social reach (Ramdani et al., 2025). Affiliates act as go-betweens, hawking wares via social posts or live streams, earning per result. This internet model fosters inclusive, adaptable ventures tailored to family budgets.

This framework delivers seismic economic force. E-commerce gross merchandise value in Indonesia reaches USD 62 billion, surpassing half the digital sector's worth (Google, Temasek, & Bain & Company, 2023), and jobs bloom in logistics, content crafting, web promotion. UMKM gain lifelines from marketplaces virtual fronts, reach, full payment-delivery chains.

State efforts bolster these currents. ASEAN's Digital Economy Framework Agreement (DEFA), Indonesia's 2021-2024 Digital Roadmap hasten SME tech shifts, women's economic rise (Ministry of Communication and Informatics, 2021). 1000 Startup Digital, Gerakan Nasional Literasi Digital (GNLD) Siberkreasi sharpen skills, open markets, seed regional startup webs. Cooperatives and SMEs Ministry teams with Shopee, Tokopedia, ushering micro-players online (Kementerian Koperasi dan UKM, 2023). Affiliate marketing plays a crucial role in connecting customers with the wider UMKM sphere, and Indonesia is still seen as

one of the Southeast Asian e-commerce sectors that is growing at a rapid pace due to this.

1.1.3 Social Commerce

Social commerce is a combination of the term social media- which is an activity of involving people in social sites and commerce- an activity of selling and buying in a real-time transaction. This shows that there is a change in the utilization of social media that are now assuming form of a trade floor. There is also enhanced social commerce deals. One of the most significant ones is the word-of-mouth (WOM) of the influencers or livestreamers. These audience influencers provide their opinions about something. This perception makes the directing opinion of other individuals in decision-making whenever one is not certain or during a new situation or products. The action quality depends on the emotion between the influencer and his or her audience.

Mother influencers are also important in the present social commerce environment in encouraging engagement using affiliate links. They accomplish it using real life content, live communication and one on one communication. Their ability to provide marketing in regular accounts is what makes them effective. They will most likely include product mentions, reviews, parenting recommendations, and day-in-the-life content in their short films. According to Lim et al. (2022), this approach may be seen as a model of parasocial interaction, which occurs when a customer's trust and inclination to buy are increased due to an emotional attachment and a sense of prospective resemblance.

Live streaming session and most so where products demonstration, questions or even personal stories are being discussed gives transparency and real-time effects. This will give confidence and reduce the buying hesitations. A research conducted by Gao et al. (2023) has revealed that livestreams with a real-time contact enhance the sense of believability among the buyers towards the vendor, which leads to the rise of the number of click-through rates and conversions.

Furthermore, mothers employ their community oriented type of communication nurturing and commenting and providing personal recommendations during the chat on top of the content. They also make follow-ups on the potential buyers. The outcome of these little interactions is formation of emotional relationships and informal customer service. According to Hwang and Zhang (2023), the possibility to pay so much attention to the Internet and bring people closer is contributing to the proximity that is essential in terms of building long-term loyalty and making the affiliates a success. In addition, they repeat the manner they use the products in the general family setting, which increases the cognitive trust. Consumers feel that the product does what it claims and this is more convincing than the conventional brand advertisements among house hold consumers. This emotional warmth, real-life applications and social bond turn mothers to be capable of leading consumers through awareness-action demonstrating the actual efficiency of the relational marketing in the affiliate system.

1.1.4 Affiliate Marketing

Affiliate marketing has been growing because of the sale of social commerce and word of mouth (WOM) by influencers. The strategy will enable the people to receive commissions on selling products with special tracking links. Particularly, it can be observed on such sites as Tik Tok and Shopee where the content and shopping are closer together. Affiliate marketing is now a realistic and feasible source of income more so in the case of female creators. According to the recent studies, women would connect their audiences on the level of strong emotional attachment more than men. The relationship makes them more powerful in the internet buying choices (Lim, Choe, Zhang, and Naylor, 2022). The behavior of the mother is proper to such a trend as she is inclined to develop trust on the relatable narration, caring communication, and genuine interaction with the community. It is possible to correlate the content of their daily life in such aspects as beauty, parenting, and wellness. The issues are relevant to their lives and result in the improved performance of the affiliates (Gao, Yu, and Zhang, 2023).

An important part of providing a solid theoretical foundation for affiliate marketing in the present investigation may be the Social Influence Theory (Kelman, 1958). Three psychological components compliance, identification, and internalization are explained by the idea as means by which other people empower individuals. The latter phrase alludes to the audience's response to influencer recommendations in relation to affiliate marketing and social commerce. Having an affiliation that they trust, respect, or who is similar to a mother to a child makes this effect stronger. The realization of conformity occurs when adherents adjust their behavior to fit in with the organization's standards or to gain social approval, even if they may not truly believe what the group is teaching. In the modern online space, it expresses itself at the point of time when people purchase products promoted by influencers whom they believe to fit in the trends, which they define as being popular or acceptable in their own lives (Casaló, Flavián, and Ibáñez-Sánchez, 2020; Ki, Cuevas, Chong, and Lim, 2023).

It is having a deeper level of influence. It is occurring when people imitate a person that they like or whom they can associate with. A lot of consumers will be able to associate with familiar mothers who are familiar with familiar schedules, family life or budget friendly product preferences. Due to this they can adhere to the advice of such influencers not only to be accepted into, but also an aspect of their lifestyle or character. This plays the greatest role in the internalization. This is where the viewer or reader believes or assumes the implication of the affiliate because it is something that he/she identifies with. As an example, a fan will never fail to recommend a parenting brand that has been triggered by the influencer due to what she says about how to take care of children. These are the degrees of influence that demonstrate that mothers can be particularly successful as affiliate marketers. They will be appealing to the audience due to their authenticity, emotional appeal and their life experiences that will forever change their behavior (Kelman, 1958).

Affiliate marketing supports the basis of trust and emotions between the affiliate and his audience. The affiliate content is rooted in the natural narration and the intention to talk about the conversation that is not foreign in the daily routine, unlike the traditional non-personal and impersonal advertising that can be quite

transactional. Affectionate celebrities, especially mothers, gain credibility authority by means of uninhibited data dissemination in the field of parenting, wellbeing or home products. This credibility builds up the connection of the feelings and predisposes the followers to sacrifice more to read the content and accept the product recommendations. In that manner, the affiliates are social validators that do not only promote, but also influence the consumer attitudes and buying behaviors because of their beliefs, attitudes, and social guidance (Kelman, 1958; Ki, Cuevas, Chong, and Lim, 2023; Lou and Kim, 2022).

The recent research states that quality of content and live streaming becomes more and more topical in order to gain trust and credibility in affiliate marketing. The real-time is the interactivity of livestreams, as well as the opportunity to demonstrate to the audience the products and ask questions during the time. This introduces the element of transparency and heightened realism. Gao et al. (2023) claim that consumers can observe the functionality of the products with the assistance of live streaming and to understand the believability of the influencer by using body language, tone, and responsiveness. These attributes have a great impact on perceived credibility and purchase intention. In addition to this, live unfiltered interaction enhances the strength of the parasocial interaction by opening up the audiences and increasing their emotional attachments to the audiences (Lim et al., 2022). It can be inferred that live streaming, as well as entertaining viewing material, have the capacity not only to produce trust but also to render affiliate marketing more convincing particularly in cases where the personality concerned is a human being and is equally appealing to emotions such as mothers.

The paper explains the affiliates as the specialists and experts in a group of niche groups with the help of the Social Influence Theory of affiliate marketing. This would assist in investigating the psychological aspect of the consumer reactions at the later stages with assistance of the theories such as the Theory of planned behavior and the Elaboration Likelihood Model. These theories will explore the manner in which the consumer will make a decision on the content that pleases the heart.

1.2 Previous Research

The affiliate marketing has become a mode of easy entry trend in online earnings especially in the southeast part of the Asian continent where the loose and informal forms of employment have been playing a significant role in the life of individuals in the non-conventional occupations. Kanapathipillai et al. (2022) state that affiliate marketing provides the underrepresented population with economic opportunities, as it is scaled, and does not require the number of capital sources, and can be adapted to other time limitations. This happens more so in Java, Indonesia whereby there are extremely large number of mothers who cannot afford to venture into the formal labor market due to the burdens of child care and inability to work according to their own schedule. The available research indicates that online applications, social media and community-based learning can be implemented to enable mothers to supplement household incomes without affecting the domestic chores. Nevertheless, the existing literature is oriented to research affiliate marketing on a general level and does not emphasize the particular social, digital and functional issues that mothers might face in case of relying on this kind of entrepreneurship.

Among the most significant knowledge gaps that existed in the past, one may single out the insignificant attention paid to the impact of digital literacy on the affiliate marketing result. In a manner that was also evident in the recent research, to be a successful participant in the digital economy, one needs to have digital skills (use of digital tools, creation and control of online platforms). It has been discovered that confidence and performance of online business women might be positively influenced in case they acquire practical online content making, online analytics, and online platform management skills (Park and Burford, 2023). Nevertheless, the impact of the identified set of skills on the affiliate marketing indicators, such as, but not limited to, link click-through rates, content consistency, and conversions among the women with low digital exposure are a poorly studied area. The paper will investigate the most valuable digital skills namely platform dashboard skills, analytics tools skills, and social branded content skills. Such skills are usually informal and this is acquired in the women with the assistance of community and peer mentoring.

Time would also be a significant issue that mothers would be grappling with that would consider doing online business. Reports lately underscore caregiving's grip on women's business hours. Stability crumbles, output dips, productivity stalls. Amalia and Rahardjo (2021) spotlight time-savvy, self-disciplined businesswomen; burnout dodges them, ventures endure.

Handayani et al. (2023) echo balance between home and hustle lifts drive, output, toughness in women-led micros. Affiliate income steadiness, digital viability swing wildly content rhythm, audience hold prove pivotal. Does mothers' time mastery forge enduring affiliate yields, firm gains? This work tests it.

Platform and social props emerge crucial, Rahman et al. (2024) affirm ignore at peril. TikTok, Shopee drills, peer huddles, game-like lessons ignite zeal, poise. Spousal, friendly, cyber kin emotional and info boosts yield steadiness, digital calm. Empirical voids persist, though; no probes mesh literacy, timing, usability, backing. This thesis bridges them, births hypotheses.

1.3 Research Gap

Whereas the use of affiliate marketing is becoming popular in Indonesia, there seems to be no studies that enable factors that determine the suitability of the practice as an inclusive means of livelihood among the women with home and business obligations. Previous studies have examined affiliate marketing primarily through business- or consumer-focused lenses while gender roles and household settings received scant coverage. Most research addresses customer loyalty, business performance, and growth of micro, small, and medium enterprises as key themes. Researchers have yet to explore how mothers manage the simultaneous demands of digital labor, childcare responsibilities, and technological engagement.

This shortfall stands out starkly on Java Island, Indonesia's most populous and digitally linked territory. Women there represent vast untapped reserves within the digital economy. Table 1 below contextualizes this study academically by spotlighting select prior investigations that underpin the thesis.

The table reflects the differences in the focus, approaches and results which show the reasons why a gender-sensitive analysis of the digital skills, platform support, time management, and social support among mothers in Java is necessary.

Table. 1 Identified gap from previous research

Topics	Thesis Titles / Research Focus	Tools Used / Methodology	Result in Brief	Author / Year
Affiliate marketing and consumer behavior	<i>The Impact of Affiliate Marketing on Online Consumer Loyalty in Indonesia's Beauty Sector</i>	Quantitative using regression analysis (SPSS)	Found a positive link between influencer credibility and consumer loyalty but did not explore gender or digital readiness.	Puspitasari (2022)
Affiliate programs as business growth tools	<i>Evaluating Shopee Affiliate Program for Seller Growth and Engagement</i>	Descriptive quantitative with frequency and cross-tab analysis	Showed affiliate programs increased sales but lacked insights on affiliate competence and motivation.	Rahmawati (2021)
Digital marketing in MSMEs	<i>Digital Marketing Strategy and Performance of Indonesian MSMEs Post-Pandemic</i>	Qualitative case study using thematic analysis	Identified digital adoption barriers (cost, skill gap) but overlooked women's inclusion and family role balance.	Hadiyati (2021)

Women entrepreneur ship and e-commerce	<i>Women Entrepreneurs and Social Commerce in Indonesia</i>	Mixed methods (survey and interview) analyzed via SPSS and NVivo	Revealed social commerce expands women's business reach but did not examine affiliate ecosystems or platform dependency.	Dewi (2024)
Digital literacy and online entrepreneur ship	<i>Digital Capability and Women's Readiness for Online Business in Southeast Asia</i>	Quantitative study using Structural Equation Modeling (SmartPLS 4)	Found digital skills increase confidence and self-Effectiveness but did not link them to affiliate income or platform interaction.	Park & Burford (2023)
Time management in home-based entrepreneur ship	<i>Work-Life Integration and Time Management among Indonesian Women Entrepreneurs</i>	Quantitative analysis using correlation and descriptive statistics	Reported effective time management supports persistence but did not connect it to online or affiliate business models.	Amalia & Rahardjo (2021)
Community and peer learning in digital business	<i>Peer Learning and Support Systems in Women-Led Digital Ventures</i>	Qualitative interviews with grounded theory analysis	Found peer support fosters skill sharing and reduces isolation, yet did not focus on affiliate mothers.	Doherty (2020)
Platform usability and user acceptance	<i>Adoption of Marketplace Tools and Affiliate</i>	Quantitative modeling using UTAUT framework and	Confirmed that perceived ease of use improves engagement but lacked focus on	Rahman, Alam, & Wahid (2024)

	<i>Features among Indonesian Sellers</i>	PLS-SEM (SmartPLS 4)	women's domestic participation.	
Women's dual roles in economic participation	<i>Work-Family Dynamics and Entrepreneurial Resilience among Indonesian Women</i>	Qualitative research using semi-structured interviews and thematic coding	Found that spousal and family support are essential for maintaining balance but did not address digital entrepreneurship.	Sari & Yusuf (2020)
Author (2026)				

Table 1's overview reveals profound research voids. A literature shortfall emerges first since prior works on affiliate marketing, digital ventures, and social commerce target broad consumers, vendors, or MSMEs while women particularly mothers navigating caregiving and earning duties draw minimal focus. Existing scholarship fails to deliver comprehensive analysis of how mothers harmonize digital tasks, child-rearing, and tech demands.

Integration of concepts lags second as reviewed studies treat digital skills, platform handling, time discipline, and social aids in isolation. Digital literacy typically ties to adoption or assurance for instance and platforms receive scrutiny through usability and engagement lenses whereas time management and social support appear in expansive enterprise or communal contexts. Few scholars merge these elements into unified models to assess capability-context interplay against affiliate outcomes so their dynamics remain underexplored.

Success metrics falter third. Literature leans on proxies like loyalty, engagement, or expansion indirect gauges at best for affiliate efficacy. Uniform, precise definitions of effectiveness elude the field. In the practical sense, effectiveness may be objective (conversions, sales performance, generation of income, etc.), subjective or perceived (satisfaction with performance or

maintenance of participation over time, etc.). However, the combination of these dimensions in past studies is hardly observed or they are clearly stated in terms of effectiveness of individual affiliate actors. This is a weakness which restricts the possibility of having a wholesome perspective of what actually constitute a successful form of affiliate-based internet activities particularly to those at a small or informal level.

This research paper aims at filling these gaps by conducting a thorough study of the performance of affiliate marketing among the mothers in Java island. It combines the element of capability and the context into one framework and targets on effectiveness as an output of performance. The approach will give a more accurate picture of the online income of this group.

1.4 Problem Identification

Many moms in Indonesia still face substantial obstacles when trying to join the workforce, despite the fact that the digital economy is rapidly expanding. One of the biggest issues is that they have to juggle being a main caretaker and a possible breadwinner. They are sometimes unable to pursue conventional career paths or even look into upskilling options due to the mental and physical demands of domestic chores. They aren't only hurting themselves by trying to juggle too many tasks at once; they're also hurting their chances of success in the increasingly skill-based digital economy.

This problem is directly caused by the limitations that are observed in the former research studies. The negligence of mothers as a personal group fails to consider the challenge of work and care. Furthermore, the existing literature has a tendency to view digital capability, platform capabilities, and social circumstances separately. This does not imply the interaction of these factors in the actual world.

Affiliate marketing risks isolation when scholars overlook mediation by individual assets, technological aids, and contextual constraints so digital platforms seem disconnected from mothers' pathways to triumph. Skill deficits hinder content creation, performance scrutiny, and adaptation to platform shifts while generic

support systems fail novices or time-flexible users and household pressures erode time alongside weak social networks that sap drive and commitment. Success thus stems from skill-circumstance blends rather than contexts alone.

Based on this analysis, the main research problems addressed in this study can be summarized as follows:

1. Limited digital skills hinder the ability to effectively use digital tools for creating content and improving performance.
2. Platform support systems do not adapt well, making them hard to use and conversion-focused.
3. Time limitations lower consistency and restrict ongoing engagement in affiliate marketing activities.
4. Lack of social support impacts motivation, learning opportunities, and long-term participation.

The proposed study is targeted at addressing the role of the digital skills and platform support as the capability-based, time management and social support as the contextual, factors in influencing the effectiveness of the affiliate marketing as the performance-based outcome.

1.5 Research Questions

To provide an answer to the research problem, this study assumes a theoretical perspective in explaining the determination of the effectiveness of affiliate marketing by both the capacity of an individual and contextual conditions. In this paper, the choice of Theory of Planned behavior (Ajzen, 1991) and Technology Acceptance Model (Davis, 1989) is based on the fact that, the performance of affiliate marketing is influenced by the interaction of capability, system facilitation, behavioral discipline, and social influence (Liu and Chen 2007, p.1).

1. To what extent does digital literacy influence affiliate marketing effectiveness among mothers?

2. To what extent does platform support influence affiliate marketing effectiveness among mothers?
3. To what extent does time management influence affiliate marketing effectiveness among mothers?
4. To what extent does social support influence affiliate marketing effectiveness among mothers?

1.6 Research Objective

This paper represents a combination of both methods in the analysis of the efficiency of affiliate marketing depending on skills and other factors around it, relative to the research issues identified. Digital environment performance depends on dynamics of individual capabilities and technology as well as environmental factors.

Platform support and digital literacy stand out as essential competencies that enable people to execute affiliate marketing activities more efficiently in this setting whereas time management and social support function as contextual elements influencing the extent of individual engagement and activity levels particularly for mothers balancing professional commitments and domestic responsibilities.

This research seeks to determine how these elements interact to position affiliate marketing as a reliable indicator of performance effectiveness. The study pursues these precise objectives:

1. To investigate digital literacy's influence on affiliate marketing success for mothers.
2. To investigate platform support's influence on affiliate marketing success for mothers.
3. To investigate time management's influence on affiliate marketing success for mothers.
4. To investigate social support's influence on affiliate marketing success for mothers.

1.7 Scope and Limitations of The Study

1.7.1 Scope of the Study

Regardless of the fact that this research project will lead to the establishment of some insight on the potential of affiliate marketing as an income source among the mothers of Java, Indonesia, there are a few limitations to be observed. To start with, since the study is limited to the Java, an island, where penetration of internet is extensive, and population density is high, there exists chances that the results may not be entirely representative of the experiences of women in other areas of Indonesia particularly in the rural or less connected areas. The two islands can also lack the same culture and can be unequally developed in terms of infrastructure and hence this can affect the viability of affiliate marketing. The other area of research that is quickly acquiring traction in the scope of this study is the affiliate marketing as a kind of online income. It is silent about other internet earning opportunities, such as freelancing or online reselling, or dropshipping, which is a possibly different opportunity with different issues. In addition, though the author considers support variables of four significant variables, such as digital skills, time management, platform tools, and social encouragement, the study lacks the discussion of individual variables, i.e., motivation, confidence, or psychological preparedness, which would make a significant contribution to success.

1.7.2 Limitations

This research interpretation has a number of weaknesses. Researchers confined the study to Java so findings may fail to reflect experiences of women elsewhere in Indonesia especially those in less connected rural areas and inter-island cultural and infrastructural disparities could likewise shape affiliate practices and persistence. The analysis covers digital structural and social dimensions but overlooks personal factors like motivation confidence and mental readiness that might sway results. Survey or interview self-reports risk bias where respondents voice ideals rather than realities. Privacy hurdles and data access complicate

objective metrics such as earnings or click rates. These limits neither diminish the study's merit nor preclude expanded future inquiries offering deeper scrutiny and refined perspectives.

1.8 Significance of the Study

This inquiry shines by chronicling affiliate marketing among Java's mothers vividly. It maps their online platform maneuvers. Rather than framing affiliates as mere economic cogs the work unveils mothers' fusion of nurturing digital outreach and enterprise. Real-life immersion lets us trace homebound women's embrace and molding of digital business.

Digital prowess platform aids time command and social nets emerge as top drivers of affiliate triumph here. Pinpointing what empowers mothers online proves invaluable for scholars platform architects policymakers and community bodies. Tailored strategies and interventions can then align with mothers' digital realities. Mothers thus transcend study subjects becoming pivotal architects of equitable lasting cyber realms.

1.9 Thesis Structure

This analysis is thoroughly in line with the requirements of thesis structure that are comprised of five chapters. Every chapter has been crafted to offer the reader systematic way of thinking. The contents of the chapters are split as follows:

Chapter 1: Introduction

This chapter provides the background of the research by stating how the one-income families are becoming economically vulnerable and how affiliate marketing has been a flexible form of income particularly to the mothers within the Java island. It can also be utilized in formulating the structure of the problem

statement, research questions that would be devoted to factors that encourage or discourage the achievement of women in this sphere. It also provides the purpose of the research, key concepts, affiliate marketing, digital literacy and social commerce, scope, limitation and design of the research.

Chapter 2: Literature Review

In this chapter, the author explains the theories and available literature on the problem of digital entrepreneurship, social commerce, women empowerment, and affiliate marketing. The data are also collected in the books, journals, platforms that carried white paper, empirical studies to develop a theoretical framework and raise gaps in the literature available, especially the lack of studies that sought to explore the influence of the four enabling factors on the ability of mothers to earn under affiliate marketing programs. Formulation of the hypotheses and conceptual framework to be used in the research is also presented in the chapter.

Chapter 3: Research Methodology

The chapter provides the type of research design that will be applied in examining the effect of enabling factors on the success of affiliate marketing among the mothers. It also encompasses the measures of the two variables including digital literacy and social support and outlines the intended respondents, data collection procedures and methods. Such analytical tools as hypothesis testing and regression are introduced in order to demonstrate how the data is going to be perceived. The entire research has been adequately described to make the readers see the entire picture.

Chapter 4: Findings, Analysis, and Discussions

In this chapter the author presents the research results of the basis of data gathered amongst mothers who embraced affiliate marketing. It also entails the descriptive statistics, results of hypothesis test, and the discussion of the effect of each of the enabling factors on the affiliate marketing results. Such findings can be

linked to the literature, and, according to the discussion, the factors that can explain the presence of financial outcomes and digital interaction are the digital skills or supportive networks. Important observations are framed with regard to the goals of the research and the general socio-economic background.

Chapter 5: Conclusions, Limitations, Implications, and Recommendations

The last chapter is a summary of the findings of the study and gives a series of conclusions on the importance of affiliate marketing in female financial independence in Java. It is also aware of the weaknesses of research that include the geographic concentration or self-reported data, and the ramifications that can be transferred to practice into platforms, training providers and also the policymakers. Finally, the chapter has also provided recommendations on how the support systems, training modules, and future research directions should be improved in order to make affiliate marketing a viable source of livelihood among women.

Chapter 2

Literature Review

The rising trends of affiliate marketing in Indonesia provide mothers with an opportunity to engage in online business at the moment when they have to deal with home chores. The affiliate marketing is also gaining popularity in the overall environment of the UMKM ecosystem which is quite essential in the Indonesia economy. BPS and Kementerian Koperasi dan UKM (2023) claimed UMKM is the majority of 99 percent of the business units in Indonesia and already supplying the country with about 60 percent of the national GDP. The micro-entrepreneur (e.g. women at home) could participate in the UMKM development without the massive investment and stocking requirement of the traditional business model by utilizing the affiliate programs of the e-commerce systems (Tambunan, 2019). In this way, the affiliate marketing can be implemented as the means of personal empowerment, and it assists in digitalising UMKMK as one of the objectives of Indonesia.

As the digital platforms have been growing increasingly as a method of revenue generation, the last several years have witnessed the rise in scholarly discussions around the parameters that affect the viability of digital venture in the long-term. The recent studies isolate several of them, including psychological ones, like motivation, self-Effectiveness, and digital confidence (Dewi, 2024; Park and Burford, 2023), behavioural, like technology acceptance and user readiness (Rahman et al., 2024; Dewantara, 2025), and strategic, like identifying niches and producing engaging content (Harris, 2021; Dewi, 2024). Online entrepreneurship support has also taken the form of mentorship and community learning, digital training availability especially to female participants in the digital economy (Rahman et al., 2024; Doherty, 2020). Despite the combined influence of these factors on the performance, the impact of these on long-term empowering mothers through affiliate marketing and their contribution to the digital UMKM system has not been studied.

In the paper, four related variables will be analyzed and they are digital literacy, time management, platform support and social support. These pillars prove essential for digital venture entry. Affiliate practitioners demand core tools literacy for apt content crafting and metrics mastery to steer outcomes (Park & Burford, 2023; Dewi, 2024). Child-tending mothers juggling online gigs crave time orchestration for sustained output poise and emotional fortitude (Amalia & Rahardjo, 2021; Dewantara, 2025). Tutorials user guides intuitive designs embody platform succor slashing entry walls spurring user dives into e-business (Rahman et al., 2024; Dewi, 2024). Kin backing peer circles furnish social lifts emotional fuel motivational sparks keeping women engaged amid isolation's threat (Doherty, 2020; Rahman et al., 2024). Together they blueprint affiliate paths empowering Java mothers toward fiscal independence digital confidence and deeper UMKM stakes.

Literature notes further drivers: mentoring niche honing psychic drive resource gateways. They may be determinant of success and are vulnerable to the four key variables. The concept of mentorship proves to be more useful in the event of digital literacy (Lee, 2020). Experience of good time management can also be helpful in determining the potential of making niche sustainable (Harris, 2021). It

is typically very crucial that the generation of gains of motivation is facilitated by environment (Bandura, 1997). This analysis provides a very small but broad based model that indicates the reality that mothers encounter in the affiliate marketing due to the preference of these four core variables in which the secondary factors are considered as complementary. This method reflects analytical clearness and befits the title of the study that needs the empowerment capabilities of affiliate marketing through the appropriate circumstances and consequently makes it a valuable contribution to UMKM as a part of the digital economy.

2.1 Consumer Behaviour

The concept of consumer behavior is crucial in deciding the extent to which affiliate marketing is an online performance based activity. Unlike the outdated branding or influencer marketing, affiliate marketing is about influencing particular behavioral change like a click, conversion, and purchasing (Kotler, Kartajaya, and Setiawan, 2021). It is in this aspect that consumer behavior is directly linked to decision making processes that lead to the outcome of transactions.

Another theory that has been introduced by Ajzen (1991) is the Theory of Planned Behavior (TPB) that offers a convenient foundation of participation in affiliate marketing. Attitude in the Java mothers case is the way the mothers view affiliate activities to be a source of income. Family or peer support has to do with subjective norm. The perceived behavioral control shows that they believe in the use of digital platforms and tools (Rahman, Dewi, and Alam, 2024).

In digital environments, behavioural intention is further forced by frequent exposure to online contents. Social platform enables individual to read and digest information and directly engage with it. Empirical evidence in the Indonesian context shows that digital engagement through social media can enhance product awareness and improve marketing effectiveness (Rahayu & Ong, 2025).

The perceived behavioral control is also a major requirement because it demonstrates how an individual can effectively perform digital tasks. It is connected to the idea of digital literacy, which identifies the level of people that can create

content and platform features as well as performance indicators (Park and Burford, 2023; Rahman et al., 2024). Meanwhile, the subjective norms are associated with social support, and the impact on participation and persistence entails encouragement and support of family or peer networks (Sokolova and Kefi, 2019).

TAM bolsters TPB by mapping user uptake of digital platforms. Dashboards analytics content mergers shape ease of marketing flows (Dewi, 2024; Dewantara, 2025). Robust platforms spark true involvement.

Systematic rhythms define affiliate consumer patterns. Time discipline gleams brightest for mothers threading home chores through revenue pursuits. Sustained ties yield results via disciplined scheduling.

Ability system aids regimen social sway govern affiliate consumer dynamics holistically (Rahman, Dewi, & Alam, 2024; Dewi, 2024). Their weave calibrates engagement affiliate potency.

2.2 Theories Behind Variables

2.2.1 Digital Literacy

Digital literacy ranks vital in today's economy; only the digitally adept join internet commerce. Tool handling alone falls short knowledge scrutiny purposeful info deployment define it. Mothers as affiliates lean on it to navigate platforms blending home economic binds.

Theory of Planned Behavior ties it to perceived control (Ajzen, 1991). Self-belief in task execution surges. Tech-fluent souls trust their grip on content forging link wrangling audience chats (Rahman, Dewi, & Alam, 2024).

Affiliate literacy centers user prowess not system perks or outer crutches. Relevant captivating digital fare platform mastery metrics savvy fuel choices (Park & Burford, 2023; Rahman et al., 2024). Such arsenal sharpens duties amid cutthroat arenas craving eyeballs.

Distinguish it from platform props outcome yields. Tools exist in support; users wield them via literacy. Conversions revenue trail skills not literacy direct. Clarity averts conceptual muddles.

Studies affirm tech fluency breeds web agility adapting platform shifts taste tweaks (Dewi, 2024; Dewantara, 2025). Affiliate wins demand nonstop content engagement upgrades.

Digital enterprise lit flags psychic sparks past ventures cash flows yet elevates literacy as prime gatekeeper. Unlike circumstantial indirects literacy unlocks platform command content birth reader rapport. Literacy voids blunt platform outer boosts on output (Park & Burford, 2023; Rahman et al., 2024). Hence it leads here enabling affiliate entry triumph.

This lens casts literacy multidimensional mirroring affiliate prowess. Indicators draw from antecedents (Park & Burford, 2023; Rahman et al., 2024) and encompass:

- a. The ability to create relevant and engaging digital content
- b. The ability to utilize platform features for affiliate activities
- c. The ability to interpret basic performance information to support decision-making

The research in these areas will help understand how digital literacy can facilitate effective and sustainable engagement of mothers in affiliate marketing in Java.

2.2.2 Platform Support

Digital platforms demand more than user skill; systems propel activity. Support denotes tech prowess tools bedrock easing digital workflows. Affiliates thrive when platforms simplify content handling metric watches consumer outreach.

Technology Acceptance Model (TAM) links it to adoption via ease usefulness (Davis, 1989). Sleek interfaces embedded aids swift dashboard dips hone focus streamline performance. Content mergers link handlers live metrics payout trackers feature prominently (Dewi, 2024; Dewantara, 2025; Rahman et al., 2024).

Set it apart from literacy. Users wield tools through skill; systems furnish them. High aptitude fizzles sans apt features usability. Smart designs lower walls welcoming varied literacy tiers. Support thus acts externally empowering sans innate prowess.

Prior probes affirm online aids spike output via sleek ops friction cuts (Park & Burford, 2023; Dewi, 2024; Rahman et al., 2024). Swift responsiveness define affiliate wins; rock-solid traits amplify them. Support bridges toil to yields.

Sundry forces rivalries crowds economics sway affiliates yet this work spotlights support for its straight shot at digital task viability. It governs system tango task completion over vague milieus. Apt skills falter amid platform limits (Dewi, 2024; Dewantara, 2025; Park & Burford, 2023). Support anchors as tech bedrock morphing effort into metrics.

These views frame support as construct gauging platform efficacy in features system aids for affiliates. Antecedents lend indicators (Dewi, 2024; Rahman et al., 2024) encompassing :

- a. The availability of tools that support affiliate marketing activities
- b. The ease of use of platform features and interfaces.
- c. The availability of performance tracking and reporting systems

These indicators capture the system-level support provided by digital platforms and serve as a basis for examining its influence on affiliate marketing effectiveness.

2.2.3 Time Management

Time orchestration shapes behavioral drivers dictating activity allocation. In affiliates it charts prioritization adherence amid ticking clocks vital for mothers meshing income home chores as routines blend seamlessly (Amalia & Rahardjo, 2021; Sari & Yusuf, 2020).

Behavioral reins link it theoretically translating intent to routine. Tools platforms abound yet affiliate wins demand habitual execution smooth flows. Beyond skill system crutches relentless discipline fuels it (Park & Burford, 2023).

Affiliate timing embodies regimen not mere clocks or aids. Slot content craft engagement steer ceaseless audience pings. Platforms reward pulse presence (Dewi, 2024; Dewantara, 2025).

Demarcate it from literacy social nets. Functions flow from literacy efficiency from timing. Outer lifts social inner gears timing harness hours. Precision wards conceptual fog. Time command sparks output tenacity in fluid webs gigs (Park & Burford, 2023; Dewantara, 2025; Sari & Yusuf, 2020). Affiliates crave grind comms for yields.

Drives abound zeal cash algos yet timing clinches via steady strides. Tangible over psychic haze it cements buy-in. Skills platforms idle sans it (Dewi, 2024; Dewantara, 2025; Sari & Yusuf, 2020). Essential it turns potential kinetic.

Views frame it as rhythmic affiliate grip. Antecedents yield indicators (Park & Burford, 2023; Dewantara, 2025; Sari & Yusuf, 2020) spanning :

- a. The ability to allocate time for affiliate marketing activities
- b. The ability to prioritize affiliate tasks among other responsibilities
- c. The consistency of engagement in affiliate marketing activities

These indicators reflect the behavioral side of time management and lay the groundwork for exploring its impact on affiliate marketing effectiveness.

2.2.4 Social Support

Social circles furnish backing resources kin friends collectives fueling the term. Affiliates eyeing revenue streams crave it; mothers lean hardest tethered to home webs household pulls.

Planned Behavior Theory weds it to norms (Ajzen, 1991). Peer pressures endorsements bend paths. Backed flocks dive persist; kin pals ignite zeal quash qualms cement affiliate grips (Doherty, 2020; Rahman et al., 2024).

Here outer nudges spark motion beyond inner traits regimens. Emotional info practical props aid affiliates via know-how shares feedback time resource pools (Amalia & Rahardjo, 2021; Sari & Yusuf, 2020).

Sever it from timing literacy. Hours bend to personal will; motives resources flow externally. Skills inhere digitally backing arrives outside. Contextual complement not clash clarity demands.

Lit affirms digital enterprise lifts from social props emotional pragmatic boons (Doherty, 2020; Dewi, 2024; Dewantara, 2025; Rahman et al., 2024). Nets steer continuance in fluid gigs solos. Affiliates solo less isolated barriers crumble.

Markets rivalries tech tides tug yet support claims focus for participation persistence punch. Intimate over macro it stirs personal thrust engagement. Bolstered souls cling to digital flex (Doherty, 2020; Sari & Yusuf, 2020). Sans it time cash zeal wither curbing entry. Crucial external propel it earns starring role.

Perceptions cast it as ambient encouragement aid provision. Antecedents root markers (Doherty, 2020; Rahman et al., 2024; Sari & Yusuf, 2020) spanning:

- a. The level of encouragement from family or friends to get involved in affiliate marketing.
- b. The availability of information or guidance from social networks.
- c. The help received in managing responsibilities to allow for participation.

These signs capture the external and contextual aspects of social support and provide a basis for exploring its impact on affiliate marketing effectiveness.

2.3 Effectiveness of Affiliate Marketing

Affiliate triumph lets agents hit targets via tangible wins conversions metrics sales hauls. Flexible mothers convert toil to cash flows (Badan Pusat Statistik & Kementerian Ketenagakerjaan, 2023).

Consumer sway conversion nudges define digital marketing punch. Goal attainment via buy spikes sales gauges it. Affiliates demand it; commissions chase deals not views ties (Rahman et al., 2024).

Performance metrics propel the model; audience sparks ignite purchases commissions flow. Activity volume bows to yield heft. Engagement visibility pursuits diverge sales-blind unlike affiliates (Doherty, 2020; Dewantara, 2025).

Literacy platform props engagement patterns diverge from efficacy. Capacity fuels digital feats systems aid users. Inputs sharpen outputs. Participation stirs motion efficacy crowns results. Dependent status suits it.

Skill tech milieu blends lift digital feats (Dewi, 2024; Sari & Yusuf, 2020; Dewantara, 2025). Resource-rich platforms environs breed victors. Affiliates hold conversions cash streams steady.

Outcomes anchor metrics direct affiliate pulse over alt digital proxies. Commissions favor endgame over midway impressions. Efficacy crowns the dependent star.

Feedback loops forge the construct quantifiable affiliate yields. Antecedents seed markers (Rahman et al., 2024; Dewi, 2024) spanning :

- a. The ability to generate sales or conversions through affiliate activities
- b. The consistency of achieving performance outcomes over time
- c. The ability to translate marketing efforts into measurable results

These indicators capture the outcome-oriented nature of affiliate marketing and provide a foundation for examining how individual, system, and contextual factors influence performance.

2.4 Hypothesis Development

This investigation crafts hypotheses drawn from the literature review and theoretical framework positing that personal capabilities system facilitation behavioral rigor and social pressures jointly shape affiliate marketing efficacy. Individuals draw on these core drivers to dive into affiliate pursuits and transmute efforts into concrete quantifiable gains.

Digital literacy captures one's prowess in executing robust digital campaigns transcending basic web navigation to encompass crafting compelling content mastering platform mechanics and decoding performance data. Theory of Planned Behavior posits it anchors perceived control fueling task confidence (Rahman et al., 2024; Park & Burford, 2023). Tech-savvy souls refine content attune to viewer pulses and data-steer choices. Indispensable these talents propel affiliate victories. Digital literacy thus molds affiliate triumph profoundly.

Therefore, H1: digital literacy determines the effectiveness of affiliate marketing among mothers in Java.

Platform support gauges digital hubs' toolsets features empowering affiliate workflows. Intuitive apps seamless analytics pare tasks sharpen flows. Technology Acceptance Model underscores utility ease as user output linchpins (Dewi, 2024; Dewantara, 2025; Rahman et al., 2024). Dashboards link forges content splicers free strategists from tech tangles focusing outreach. Platform backing thus steers affiliate fortunes decisively.

Hence, H2: Platform support is a key factor in the success of affiliate marketing among mothers in Java.

Time mastery equips individuals to wield hours shrewdly sustaining rhythmic affiliate execution. Mothers threading school runs revenue streams sans breaks crave it keenly. Digital arenas demand relentless momentum poise reactivity (Amalia & Rahardjo, 2021; Dewi, 2024; Sari & Yusuf, 2020). Time architects focus communicators seize steadier yields. Time command thus sways affiliate fates profoundly.

Hence, H3: Time management determines the Effectiveness of affiliate marketing to mothers in Java.

Social webs dictate backing info resource flows. Kin pals prove vital propelling mothers into affiliate action persistence. Planned Behavior Theory flags social sway on zeal resolve (Doherty, 2020; Rahman et al., 2024). Hurdles shrink assurance swells via tangible lifts freeing pursuits. Social nets thus forge affiliate victories decisively.

Therefore, H4: Social support determines the effectiveness of affiliate marketing for Java mothers.

Overall, the research hypotheses are as follows:

H1: Digital literacy impacts the success of affiliate marketing among Java mothers.

H2: Time management affects the success of affiliate marketing for mothers in Java.

H3: Platform support is a factor that influences the success of affiliate marketing for Java mothers.

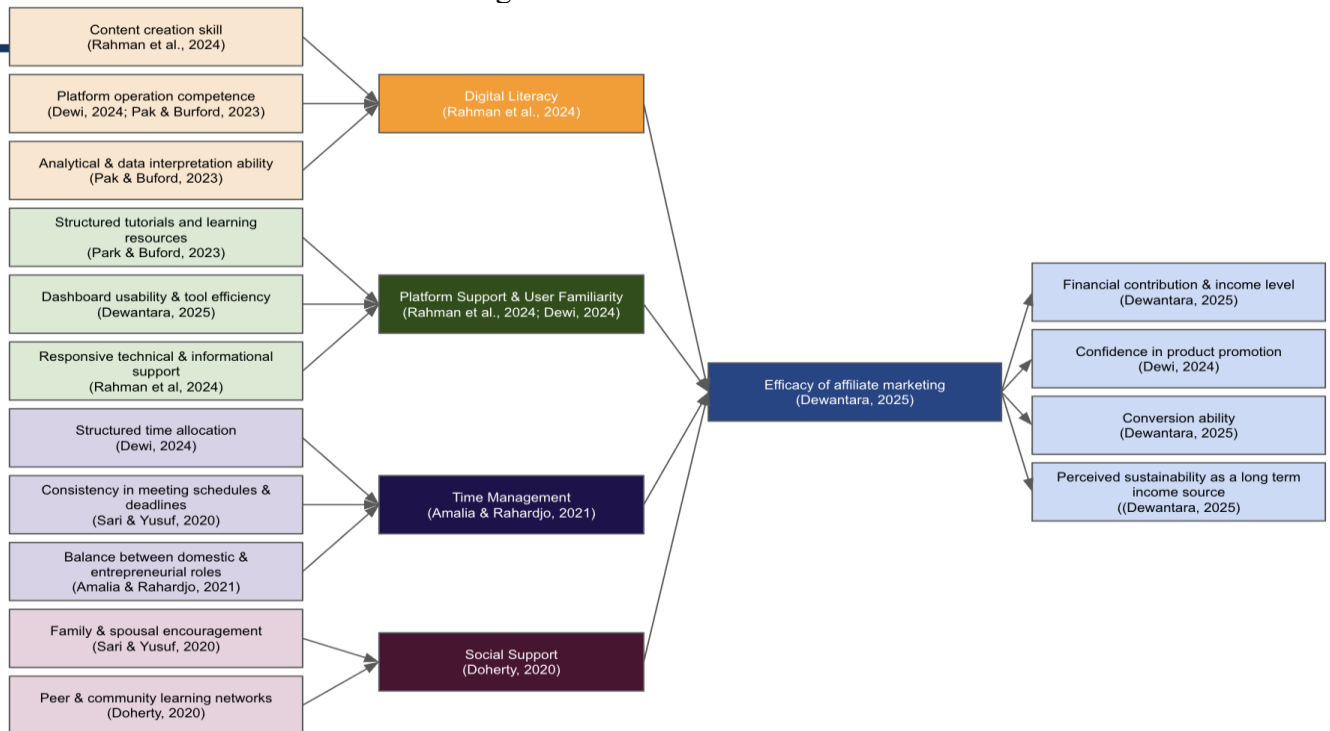
H4: Social support affects the success of affiliate marketing for mothers in Java.

2.5 Theoretical Framework

Based on the above concepts, the theoretical framework, as shown in Figure 1, relates four independent variables, which are digital literacy, platform support, time management, and social support. It also elicit the dependent variable that is the affiliate marketing effectiveness.

This model depicts how individual skills plus system support, behavioral habits and social influence interact to affect the outcome of the performance. This model states that the combination of these factors defines how mothers in Java use affiliate marketing and transform their activities into measurable results. The paper shall elaborate on the degree to which the factors cause the success of affiliate marketing with specific results like generation of income, confidence in product marketing, and sustained interaction.

Figure 1. Theoretical Framework



(Author, 2026)

Chapter 3

Methodology

3.1 Research Approach

The study design chosen in this research is that of quantitative research which seeks to analyze the relationship between digital literacy, time management,

platform support and social support on the effectiveness of affiliate marketing among Java moms. Quantitative method is useful as it measures variables in a certain and objective way. It allows testing the hypothesis using the method of statistics. To Hair, Hult, Ringle, and Sarstedt (2021), quantitative research offers a methodological approach to the study of the relationship of constructs and, thus, it is applicable in behavioral and social research.

The methodology is cross sectional in which it collects information at one point in time among the respondents who are already practising affiliate marketing. The goal of this study does not concern the determination of the actual causality but the degree and orientation of the association between variables. This method seems synonymous to the application of Partial Least Squares Structural Equation Modeling (PLS-SEM) which is intended to be used in prediction and explanation of variance in multifaceted models.

Questionnaires will gather primary data targeting Java mothers active in affiliates yielding uniform replies from ample cohorts for potent stats contrasts. Surveys chase self-told tales on literacy timing mindsets platform habits social nets. Such proxies stand in for deeds routinely in digital venture probes.

Quantitative rigor unearths variable links trends systematically. Stats unearth proof tying drivers to Javanese mothers' affiliate feats. Kindred designs in digital enterprise affiliate lit wield surveys linking skills platforms yields triumphantly.

3.2 Measurement of Variables

Researchers design a structured questionnaire based on established literature to gauge study variables including Digital Literacy Time Management Platform Support Social Support and Affiliate Marketing Effectiveness and they borrow measurement items from prior studies to secure content validity and tailor them toward affiliate marketing practices among Java mothers.

Researchers employ a five-point Likert scale ranging from 1 for Strongly Disagree to 5 for Strongly Agree to assess most constructs and this scale captures

respondents' perceptions experiences and evaluations of their digital literacy time management platform support and social support while Likert scales prove ideal for latent behavioral social constructs since they standardize replies for rigorous statistical scrutiny.

Perceptual metrics underpin most constructs yet researchers blend them with objective income tiers for the dependent variable Affiliate Marketing Effectiveness and they categorize revenue into fixed bands to mirror genuine affiliate earnings. This approach is informed by the fact that its use is informed by the inability of measuring the financial results fully with the use of the attitude scales. The contribution of income categories is objective proxy of performance that complements the perception based measure of performance like confidence towards promotion and perceived sustainability of income.

The score of 1 would be the gap of less than Rp 250, 000 that is less than hobby level income. Score 2 is a point between Rp 250, 000 and 999, 999 which represents the additional income that remains to be assured. 3 score corresponds to the Rp 1,000, 000 to Rp 1,999,999 that is considered as the moderate income, yet, very much lower than the minimum wage. Rp 2,000,000 to Rp 3,999,999 score 4 which shows that it is more or even fulfilling the requirements of regional minimum wages. Finally is an income bigger than the range of the minimum wages but can be a viable and sustainable source as indicated by the score 5 of the range Rp 4,000,000 and above.

A combination of the objective and the indicators of perception gives an improved idea of the effectiveness of affiliate marketing. Perceptual scales capture some of the emotions like confidence and sustainability. Income categories are real financial performance in a comparative way. This mixed approach can be included in the research on digital entrepreneurship who take both the subjective and objective aspects of the performance into account.

The indicators used in reflecting a hidden variable are the number of indicators that are used to measure each construct in this experiment. Some constructs may have less indicators, which is almost ok in Partial Least Squares Structural Equation Modeling (PLS-SEM), especially when simplicity and

prediction is of interest in an exploratory study (Hair et al., 2021). The chosen indicators reflect the key dimensions that should be considered in terms of affiliate marketing among mothers that makes them practical and theoretical at the same time. The operationalization of the variables in terms of indicators and definitions is revealed in Table 2.

Table 2. Operational Variables

Variable	Indicators	Definition
Digital Literacy (Rahman et al., 2024; Dewi, 2024; Park & Burford, 2023)	Content creation skill	The ability to produce engaging, relevant, and consistent digital content that attracts and retains audiences on social platforms.
	Platform operation competence	The ability to navigate and use platform tools effectively, such as link embedding, tagging products, and managing affiliate dashboards.
	Analytical and data interpretation ability	The skill to interpret engagement metrics (e.g., clicks, conversions, impressions) and use data insights to improve marketing performance.
Platform Support & User Familiarity (Rahman et al., 2024; Dewantara, 2025; Dewi, 2024; Park & Burford, 2023)	Structured tutorials and learning resources	The availability of accessible learning materials (videos, modules, guides) that help users understand platform features and marketing tools.

	Dashboard usability and tool efficiency	The level of ease, intuitiveness, and efficiency users experience when performing key affiliate tasks on the platform interface.
	Responsive technical and informational support	The degree of responsiveness and helpfulness of platform-provided technical or informational assistance when users face challenges.
Time Management (Amalia & Rahardjo, 2021; Dewi, 2024; Sari & Yusuf, 2020)	Structured time allocation	The practice of scheduling dedicated time blocks for affiliate marketing tasks alongside caregiving and household duties.
	Consistency in meeting schedules and deadlines	The ability to meet content or livestream schedules reliably and maintain continuity in marketing activities.
	Balance between domestic and entrepreneurial roles	The capacity to harmonize household responsibilities with entrepreneurial commitments without feeling overwhelmed.
Social Support (Doherty, 2020; Sari & Yusuf, 2020; Rahman et al., 2024)	Family and spousal encouragement	Emotional and practical support from family members or spouses that motivates and enables sustained digital participation.

	Peer and community learning networks	Engagement in online groups or communities (e.g., WhatsApp, Facebook, TikTok groups) that share affiliate tips, experiences, and guidance.
Effectiveness of Affiliate Marketing (Dewantara, 2025; Dewi, 2024)	Financial contribution and income level	The extent to which affiliate earnings contribute to the respondent's household income and overall financial independence.
	Confidence in product promotion	The degree of self-assurance in promoting products, hosting livestreams, or influencing audiences online.
	Conversion ability	The effectiveness in turning engagement (likes, comments, clicks) into actual purchases or affiliate transactions.
	Perceived sustainability as a long-term income source	The perception that affiliate marketing can serve as a stable and scalable income stream compatible with family life.
Author (2026)		

3.3 Data Collection Method

3.3.1 Source of Research Data

The data used in this study is primary and secondary data as it aids in giving a clear picture of the influence of digital literacy, time management, platform support and social support on the effectiveness of affiliate marketing amongst Java mother. A structured quantitative questionnaire gathers primary data directly from

affiliate-experienced respondents and this method yields respondent-specific metrics ripe for statistical dissection of variable ties. Dewi (2024) affirms quantitative surveys excel in behavioral social inquiries by pinpointing trends testing hypotheses and illuminating causal links among crisp variables.

Secondary sources bolster core insights drawn from peer-reviewed journals books digital economy reports and trusted pieces tracing affiliate trajectories digital exchanges women's digital ascent. Fresh writings on social commerce entrepreneurial digitization Southeast Asia's TikTok Shopee affiliate webs feature prominently. Such data forges theoretical scaffolding validates variable picks and weaves ties to canon. Past study synthesis per Creswell and Creswell (2022) lets fresh work scaffold knowledge plug voids. Dual streams thus root the effort in lived truths scholarly soil.

3.3.2 Population & Sample

The data used in the research is both primary and secondary as they helped to gain a clear picture of the effects of digital literacy, time management, platform support and social support on the success of affiliate marketing in Java mothers. Affiliate veterans furnish primary data through structured quantitative questionnaires and this yields bespoke metrics for statistical variable probes. Dewi (2024) champions surveys for behavioral social work—trends hypotheses causality crisply mapped.

Published journals books digital economy dispatches credible affiliate digital women-empowerment trends supplement primaries. Recent social commerce entrepreneurship TikTok Shopee affiliate webs spotlighted. Secondary bolsters theory variable rationale lit links. Creswell and Creswell (2022) note synthesis scaffolds priors plugs holes. Dual founts cement real scholarly bedrock.

Table 3. Respondent profiling and inclusion criteria

Criteria	Description	Rationale for Inclusion
Gender	Female and a mother	Focuses on mothers as active decision makers and key participants in Indonesia's social commerce ecosystem.
Age	19 years or older (as of 2025)	Ensures respondents are legally adults and capable of managing digital income activities.
Residence	Living in any province on Java Island (Jakarta, West Java, Central Java, Yogyakarta, East Java, or Banten)	Java has the highest digital penetration and represents the most active concentration of affiliate marketing users.
Affiliate Marketing Participation	Actively engaged in affiliate marketing through platforms such as TikTok Shop Affiliate, Shopee Affiliate, or Tokopedia Affiliate	Ensures respondents have real and ongoing involvement in affiliate marketing activities relevant to the study.
Experience Level	Actively involved for at least three months and has produced affiliate content consistently (minimum two affiliate posts per week)	Establishes a baseline level of experience to ensure respondents understand affiliate processes and have measurable activity.

Platform Consistency	Uses one primary affiliate platform for the majority of content and promotions	Reduces platform-driven variation and ensures homogeneity in tools, features, and user workflows.
Affiliate Performance Evidence	Has achieved at least one affiliate commission or conversion	Confirms that respondents have moved beyond sign-up stage and have actual affiliate outcomes.
Device and Internet Access	Regular access to a smartphone and stable internet connection	Required for performing affiliate marketing tasks and completing the online survey.

Author (2026)

The researcher in the choice of the respondents employs a purposive sampling in selecting the respondents with qualities that fall in line with the objectives of the study. The appropriate sampling technique in the specified case is purposive since it is aimed to uncover the depth and context instead of making a statistical generalization. According to Saunders, Lewis, and Thornhill (2023), it is the best way to study some groups of people with particular features or behavior. The respondent sample in this case is digitally active mothers that have a proven affiliate marketing history in the areas of concern in the study.

The study population that will be used in this study is 150 respondents. The figure is a compromise between rigor and practicability in data collection. The questionnaire will contain demographics and the main variables of the research that are digital literacy, platform support, time management, social support, and affiliate marketing effectiveness. This is substantial enough to confer the statistical power with a sufficient ability to conduct descriptive and inferential study which incorporate Partial Least Squares Structural Equation Modeling. Other scholars in

the same digital entrepreneurship situation such as Rahman, Dewi, and Alam (2024) also employed smaller sample sizes of 80 to 120 respondents and produced credible findings. As Hair et al. (2021) imply that 100 to 150 cases must be present to guarantee the existence of stability and high interpretation of the model, the number of 150 respondents provided by this study makes it possible.

3.4 Reliability

Reliability is employed to mean the consistency, stability and internal coherence of the measuring tool against other measures or respondents. Reliability is extremely important in this research because the constructs of the digital literacy, time management, platform support, social support and affiliate marketing Effectiveness are all subjective and may vary based on how the respondent views it. In order to put the items within the normal range, 5-point Likert scale was used according to which the response was rated between “Strongly disagree” and “Strongly agree”. The technique enables the respondents to determine various levels of assent and homogenous handling of all variables; this is necessary in providing homogenous interpretation.

The authors will use Cronbachs Alpha (α) to test the reliability of the questionnaire statistically in order to measure the reliability of the various multi-item constructs. Cronbachs Alpha is a highly prevalent reliability coefficient, which determines the internal consistency of certain items, which means to what extent items that make up a scale measure the same underlying aspect. Hair et al. (2010) are optimistic that the procedure of showing the internal consistency in a social science research is acceptable with alpha of 0.70 and more. As the values increase, reliability will also increase with a coefficient of 0.80 and above being good predictors of reliability.

The homogeneity of the data collection procedure is also enabled by the self-completion and structured format of the questionnaire that will be administered with the help of the digital resources that will be used in purposive sampling.

3.5 Data Analysis

In this instance, a part of the quantitative method of the data analysis in SmartPLS 4 will be the least squares Structural Equation Modeling (PLS-SEM). It is especially useful in the exploratory research and models, whose relationships with omnipresent variables and several indicators are more complex. It need not have normal data distribution, and it is suitable to small samples (Hair et al., 2021). The PLS-SEM would be appropriate in testing the association among the independent variables that could be digital literacy, time management, platform support and social support and the dependent variable that is the affiliate marketing effectiveness. The given methodology will enable testing measurement model (indicator validity and reliability) and structural model (path coefficients and significance) to be tested. This helps to have a closer picture of interaction of the variables.

The analysis of the data will begin with the descriptive statistical analysis that will be employed to investigate the demographics and psychographic profile of the respondents, i.e., age, location, marital status, and experience as an affiliate. The main patterns and difference in responses will be identified according to such measures as mean, frequency, percentage, standard deviation and variance. It will give us an approximate idea of the sample portrait and its description of the context of the findings.

This will be accompanied by hypothesis test and multiple regression analysis to conclude on the impact of each of the independent variables on Effectiveness of affiliate marketing. Such statistical techniques allow calculating the extent and the direction of the impact between the variables, depending on the previous research on the field of digital entrepreneurship and affiliate marketing (Alam and Zuma, 2023; Dewi, 2024). The twofold purpose of the descriptive analysis and PLS-SEM is that it will help in the description of the profile of respondents and competently statistically validating the model presented.

3.6 Hypothesis Analysis

The Hypothesis in the current research will be tested with the help of the Partial Least Squares Structural Equation Modeling (PLS-SEM) based on SmartPLS 4 to test the relationships between the Hypothesis variables, such as digital literacy, time management, platform support, and social support, on the one hand, and the dependent variable, which is affiliate marketing Effectiveness, on the other hand. In order to determine the importance of each of the proposed directions, the one-sided t-test will be used. The measurements of all constructs will be on a Likert scale of 1 to 5. Standard errors and confidence intervals will be estimated using the bootstrap resampling technique and will involve 5,000 subsamples. It is especially effective when the consideration of the parameters is absent and the sample size is not too large, hence, it can be applied to the analysis of the population under consideration, i.e., the mothers in Java (Hair et al., 2021).

The t-value above 1.65 will mean that the hypothesis is again accepted and also above 0.05. This means that its statistical significance lies on 5 percent level. The basis of this level is the common sense of social science and marketing research (Urbach and Ahlemann, 2010). The application of the bootstrapping is an assurance that the inference is reliable further because the fluctuation of the information is tended to adequately. The research on the topic of affiliate marketing and digital entrepreneurship has previously established such an approach as an efficient means of proving the hypotheses of perceived support, platform usability, and digital engagement through the application of PLS-SEM and a comparable structure that the previous research applied, e.g., Alam and Zuma (2023) and Rahman et al. (2024). In this regard, hypothesis testing on this approach is done in an attempt to ensure that the model put forward is not just theoretically feasible but also determined as statistically viable to determine the impact of these variables on the performance of affiliate marketing.

3.7 Research Flow

The flow of the research (figure 2) provides the clear and consecutive sequence of the achievement of the strength and reliability of the study on the effectiveness of affiliate marketing among the mothers in Java. Researchers initiate

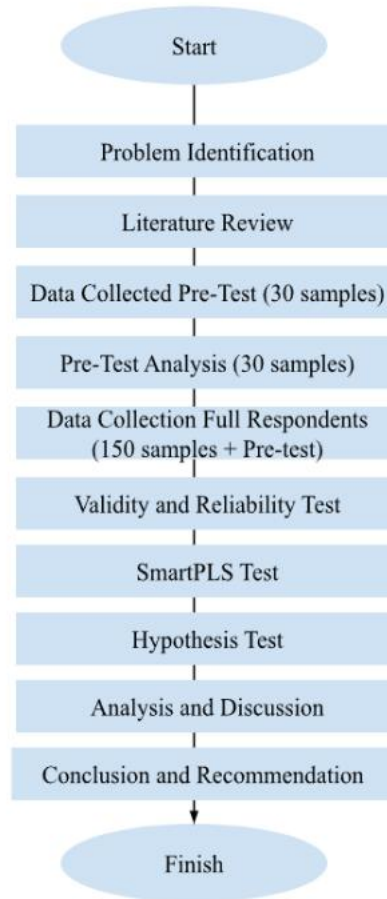
the process with problem identification and they articulate the central issue grounded in real-world observations as well as discrepancies within existing literature while a robust theoretical framework emerges from the literature review since the study design and variables align precisely with established knowledge and prevailing models.

Researchers establish the theoretical foundation and then conduct a pre-test phase involving 30 sample respondents so that they refine questionnaire items for readability relevance and reliability which in turn launches the full investigation and pre-test scrutiny uncovers survey ambiguities or redundancies enabling researchers to sharpen the instrument for respondent clarity.

Researchers complete necessary refinements and proceed to primary data collection phase gathering responses from 150 meticulously chosen participants who meet strict criteria such as being married residing in Java and possessing affiliate marketing experience after which collected data undergo validity and reliability testing to verify that constructs accurately measure intended concepts and yield consistent results. The filtered and screened data is then analyzed with the help of SmartPLS 4 software that facilitates the Partial Least Squares Structural Equation Modeling (PLS-SEM). This is effective in an instance where one is carrying out an exploratory research, where latent variables are introduced. Bootstrapping techniques are applied to the hypothesis testing stage to determine the significance of the personal proposed relationships and t-values and p-values to reject or accept the hypotheses.

Lastly, the step of analysis and discussion is also reached during which the statistical findings are analyzed in line with the theoretical framework and past studies. It is also concluded where conclusions and recommendations are made to sum up the key findings and give a workable recommendation to the stakeholders, who are the affiliate platforms, digital training providers and policy makers who would like to empower women in the digital economy. In general, such a flow of the research will ensure that the study on the effectiveness of affiliate marketing among Java mother will be comprehensive, understandable, and theoretical.

Figure 2. Research Flow



(Author, 2026)

Chapter 4

Findings, Analysis and Discussion

4.1 Descriptive Analysis of Respondents

This section offers a concise overview of the study's respondents and researchers gathered data from a sample comprising 150 mothers actively involved in affiliate marketing while descriptive analysis furnishes contextual insights into respondents' demographic profiles and their affiliate marketing engagement patterns before proceeding to PLS-SEM statistical examination.

Table 4 presents the respondents' age distribution and it indicates that the predominant cohort falls within the 25 to 34 years bracket which implies that affiliate marketing prevails among early-adult mothers in this sample.

The observed distribution captures characteristics of actively participating and accessible respondents during data collection rather than mirroring the broader population. The focus on this age group may relate to a better understanding of digital platforms, a higher ability to navigate online spaces, and more motivation to take part in income-generating activities.

However, these insights should be viewed in context. They come from the sample and should not be seen as general patterns for all mothers on Java Island. The findings mainly shed light on the experiences and views of respondents involved in affiliate marketing. They provide a solid foundation for exploring the connections between digital skills, platform support, time management, social support, and the success of affiliate marketing.

Table 4. Age Profile Respondents

Age Category	Number of Respondents	Percentage (%)
Below 19 years	–	–
19–24 years	22	15
25–34 years	101	67
35–44 years	24	16
45 years and above	3	2
Total	150	100.0

Source: Data Processing (2026)

The respondents represent various provinces in the Java Island. West Java has the highest percentage and constitutes 27% of the sample. The second is East Java, which is 19% , and the third is DKI Jakarta, which is 18% and the fourth is also Central Java with 17% of the total. Yogyakarta gives way to 10% of the respondents and Banten gives way to 9% of the total. This is in Table 5 below that indicates that the sample represents the mothers in the primary provinces of the Java Island. It helps to justify the classification of findings to the geographical location of the study.

Table 5. Respondents' Geographical Distribution

Province / Region	Number of Respondents	Percentage (%)
DKI Jakarta	27	18
West Java	40	27

Central Java	25	17
East Java	29	19
Banten	14	9
Yogyakarta (DIY)	15	10
Total	150	100.0

Source: Data Processing (2026)

The inclusion of respondents from multiple provinces ensures that the analysis incorporates varied regional perspectives, particularly from areas with high digital activity and population concentration. This enhances the relevance of the findings in understanding affiliate marketing practices within the context of Java Island.

Most of the respondents (73%) when questioned about their present conditions stated that they have been in affiliate marketing over three months and are already marketing affiliate links. Conversely, 21% said that they are involved less than three months and are still on the initial promotion levels. Few of them said that they were not as active in affiliate marketing or were limited. This distribution indicates that majority of the respondents have a practical experience in affiliate marketing and thus they are the right people to study variables that influence affiliate marketing success.

In the topic of platform use, the majority of the respondents (91%), used various affiliate platforms with the Tik Tok shop affiliate emerging as the largest contributors with the Shopee affiliate, Tokopedia, and Tokopedia affiliate coming in as the second, third, and fourth largest. A lesser number (9%) claimed that they use the site yet have not been given the commission. The number of inactive affiliate platform users was very few. The increased usage rate of different platforms shows high rate of engagement and flexibility, which makes digital skills very important in handling different affiliate marketing settings in this research.

Besides demographic traits and the platform usage, the respondents were also requested to provide answers on the main categories of the products that they promote using affiliate marketing. The results indicate that most of the respondents specialize in products that are directly related to the household and family demands. Once again, it is the largest category of product as almost 38% advertise mother and kids vitamins and health supplements. Baby products (24%), such as diapers, baby skincare and feeding basics follow. In the meantime, 21% and 17% of the promoted items relate to cosmetics and personal care products and food and beverages.

This distribution shows that the activities of affiliate marketing is mainly focused on day-to-day household purchases and product orientation among family members among the respondents. Health baby and personal care dominance signals that respondents select products rooted in their daily realities and practical demands while this pattern underscores seamless synergy between personal consumption and promotional content which enhances authenticity and engagement quality within affiliate practices.

Descriptive scrutiny overall portrays most respondents as working-age mothers dispersed across Java's principal provinces and the majority immerse actively in affiliate marketing while most participants operate across diverse platforms thereby reflecting substantial digital marketing commitment and these traits collectively lay a robust groundwork for deeper probes into affiliate success factors.

4.2 Measurement Model Assessment

4.2.1 Indicator Validity

As part of the pilot testing phase, an initial item validity assessment was conducted using Pearson Product Moment correlation with the assistance of SPSS version 30. This step was intended to ensure that the measurement items were reasonably correlated with their respective constructs prior to the main data collection.

However, for the main analysis, construct validity and reliability were evaluated using PLS-SEM, which provides a more comprehensive assessment through outer loadings, Average Variance Extracted (AVE), and discriminant validity measures.

Validity was judged by using an item whose significance value was below 0.05 and correlation coefficient greater than the critical value in the r table. The r table value of this study was 0.361 when there were 30 respondents in the pilot sample. This criterion was used uniformly across the constructs to ensure that there is uniformity in the validation. Table 6 presents the outcome of the validity test of the Digital Literacy variable.

Table 6. Validity Test Result for Digital Literacy

No	Pearson Validity Test		Remarks
	r(>0.361)	Sig(<0.05)	
DL1	0.792**	0.000	valid
DL2	0.830**	0.000	valid
DL3	0.705**	0.000	valid

Note: An item is considered valid if the significance value (Sig.) is less than 0.05

Source: Data Processing (2026)

These results indicate that the significance values of all the measurement items are below the r table value and the correlation coefficients are all positive. These findings suggest that every item has a significant correlation with the total construct score, which proves that the Digital Literacy instrument privy to the requirements of the validity criteria established in the research methodology.

Table 7 summarizes the results of the validity test of the Platform Support variable by indicating that all the items have a significance value that is less than 0.05 and correlation coefficient that is larger than the critical r value. This implies that the items in the Platform Support can be valid and can be useful in

characterizing platform-related characteristics that assist in the process of affiliate marketing.

Table 7. Validity Test Result for Platform Support

No	Pearson Validity Test		Remarks
	r(>0.361)	Sig(<0.05)	
PL1	0.690**	0.000	valid
PL2	0.809**	0.000	valid
PL3	0.741**	0.000	valid

Note: An item is considered valid if the significance value (Sig.) is less than 0.05

Source: Data Processing (2026)

The Table 8 results are the validity testing of Time Management variable. The results show that all the items have passed the desired validity criteria and the significance values are less than 0.05 and the correlation coefficients are greater than the value in the r table. This indicates that the Time Management instrument is a good representation of the capability of the respondents to manage and allocate their time in an accurate way, as discussed in the methodology section.

Table 8. Validity Test Result for Time Management

No	Pearson Validity Test		Remarks
	r(>0.361)	Sig(<0.05)	
TM1	0.748**	0.000	valid
TM2	0.743**	0.000	valid
TM3	0.812**	0.000	valid

Note: An item is considered valid if the significance value (Sig.) is less than 0.05

Source: Data Processing (2026)

Table 9 presents the outcome of the validity test of the Social Support variable. The significance values of the two measurement items are lower than 0.05 and the correlation coefficients are high than the r table value. These results indicate that the Social Support items are valid and suitable in gauging perceived support by the family, peers and the broader social context. This is according to the definition given in Chapter 3.

Table 9. Validity Test Result for Social Support

No	Pearson Validity Test		Remarks
	r(>0.361)	Sig(<0.05)	
SS1	0.935**	0.000	valid
SS2	0.848**	0.000	valid

Note: An item is considered valid if the significance value (Sig.) is less than 0.05

Source: Data Processing (2026)

Table 10 has the results of the validity test of the Affiliate Marketing Effectiveness variable. The results indicate that three items can be considered valid owing to the fact that the significance value is less than 0.05 and the correlation coefficient is greater than the value of r table. One item (EA1) did not meet the validity criteria during the initial screening. This result is further evaluated in the PLS-SEM analysis, where indicator reliability and outer loadings are assessed to determine whether the item should be retained or removed.

Table 10. Validity Test Result for Effectiveness of Affiliate Marketing

No	Pearson Validity Test	Remarks

	r(>0.361)	Sig(<0.05)	
EA1	0.127	0.503	invalid
EA2	0.731**	0.000	valid
EA3	0.694**	0.000	valid
EA4	0.864**	0.000	valid

Note: An item is considered valid if the significance value (Sig.) is less than 0.05

Source: Data Processing (2026)

On balance, the pilot testing of the research tool on the validity issues indicate that the items passed the initial screening criteria during the pilot testing phase. This validation will provide a good basis to proceed to reliability testing and structural model analysis using the entire sample of 150 respondents as indicated in the research design.

4.2.2 Cronbach's Alpha Reliability Test

After the instrument validity testing has been done in the above section, the analysis shifts to the reliability testing to determine the reliability of the measurement instruments. The reliability testing is also conducted to ensure that the items used in measuring every construct provide consistent and steady results when measuring the same object. An instrument can be said to be reliable as it proves to demonstrate a reasonable degree of internal consistency between the indicators.

Cronbach's Alpha is used to assess internal consistency reliability. In general, a value above 0.70 is considered acceptable for confirmatory research. However, values slightly above 0.60 may still be tolerated in exploratory studies, particularly in social science research (Hair et al., 2022) Table 11 indicates the result of the Cronbachs Alpha reliability test of each construct.

Table 11. Indicator Reliability and Strength of Relationship

Variable	Cronbach's Alpha	N of Items	Remarks
Digital Literacy	0.647	3	reliable
Platform Support	0.603	3	reliable
Time Management	0.652	3	reliable
Social Support	0.718	2	reliable
Effectiveness of Affiliate Marketing	0.709	3	reliable

Note: An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60.

Source: Data Processing (2026)

Table 11 presents the Cronbach's Alpha values for all constructs. While several constructs show values slightly below the recommended threshold of 0.70, all values exceed 0.60, indicating acceptable levels of internal consistency for exploratory research. These results suggest that the constructs demonstrate adequate reliability to proceed with further analysis using PLS-SEM.

. Cronbach's Alpha value of Digital Literacy construct is 0.647, Platform Support is 0.603, Time Management is 0.652, Social Support is 0.718 and Affiliate Marketing Effectiveness is 0.709. The findings indicate that the constructs are acceptable in terms of internal consistency as well as reliability standards established in the research methodology.

The constructs demonstrate acceptable internal consistency, although some values are slightly below the ideal threshold. Therefore, the reliability of the measurement model is considered adequate for further analysis.

4.2.3 Indicator Validity (Outer Loadings) and Convergent Validity (AVE)

Indicators validity and convergent validity were verified to ensure that every measurement indicator measures what it is supposed to measure; the latent

construct. The authors checked the validity of indicators by the outer loading values indicating the degree of relationship between observed indicators and the corresponding latent variables. The indicators that have an outer loading above 0.70 should be regarded as being sufficiently valid in accordance with PLS-SEM guidelines. The majority of indicators in each of the constructs, as indicated in Table 12 below, have high outer loading values which are above the recommended value. There are high loadings of indicators of Digital Literacy, Platform Support, Time Management, and Social Support, and this verifies that these indicators are reliable in their measurement of their constructs.

Table 12. Outer Loadings and AVE

Latent Variable	Construct Variable	Loading (>0.70)	AVE (>0,5)
Digital Literacy	DL1	0.857	0.726
	DL2	0.891	
	DL3	0.805	
Platform Support	PL1	0.835	0.738
	PL2	0.872	
	PL3	0.870	
Time Management	TM1	0.827	0.718
	TM2	0.851	
	TM3	0.865	
Social Support	SS1	0.912	0.848
	SS2	0.929	

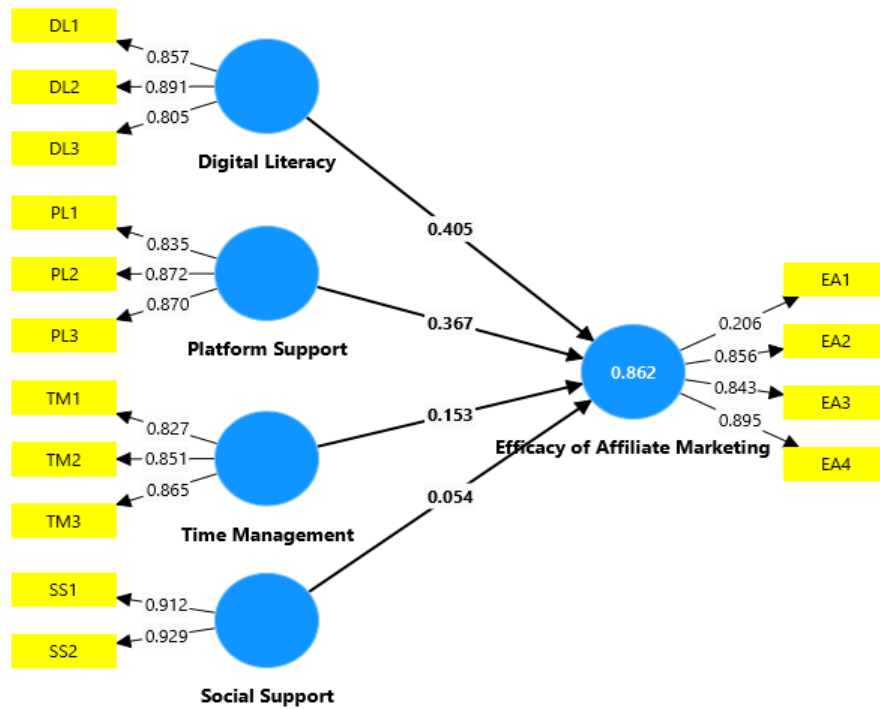
Effectiveness of Affiliate Marketing	EA1	0.206	0.571
	EA2	0.856	
	EA3	0.843	
	EA4	0.895	

Source: Data Processing (2026)

The outer loading results indicate that one indicator (EA1) has a very low loading value, suggesting a weak relationship with the construct of Affiliate Marketing Effectiveness. According to PLS-SEM guidelines, indicators with loadings below 0.40 should be removed, as they do not adequately represent the underlying construct.

Therefore, EA1 was excluded from the refined measurement model to improve construct validity and reliability. After the removal, the remaining indicators (EA2, EA3, and EA4) demonstrate satisfactory loading values, indicating a stronger and more reliable measurement of the construct. This can be easily observed in Figure 3, which is the outer model diagram in SmartPLS.

Figure 3. Outer Model Initial



Source: Data Processing (2026)

The Average Variance Extracted (AVE) was used to measure convergent validity. This measures how much a construct explains the variance of its indicators. A construct shows adequate convergent validity if its AVE value is above 0.50. The results show that all constructs achieve AVE values above this threshold. This means each latent variable explains more than half of the variance of its indicators. While the Affiliate Marketing Effectiveness construct meets the AVE requirement, a weak indicator suggests that improving the measurement model could enhance its quality.

Overall, the measurement model shows satisfactory indicator validity and convergent validity. Aside from one indicator that needs more attention, the constructs are measured well and meet the necessary criteria to continue with the structural model analysis.

4.2.4 Construct Reliability (Cronbach's Alpha dan Composite Reliability)

Construct reliability was assessed to make sure that the indicators within each latent variable consistently measure the same underlying concept. In PLS-SEM, authors evaluate construct reliability with Cronbach's Alpha and Composite Reliability. Cronbach's Alpha shows internal consistency by assuming that all indicators contribute equally. In contrast, Composite Reliability uses the actual indicator loadings, making it more suitable for PLS-SEM analysis. According to the criteria in Chapter 3, a construct is reliable when both values are above 0.70. The results from the initial construct reliability assessment are shown in Table 13.

Table 13. Construct Reliability (Cronbach's Alpha and Composite Reliability) 1

Latent Variable	Cronbach's alpha	Composite reliability (rho_c)	Remarks
Digital Literacy	0.810	0.888	reliable
Platform Support	0.822	0.894	reliable
Time Management	0.804	0.884	reliable
Social Support	0.821	0.918	reliable
Effectiveness of Affiliate Marketing	0.701	0.821	reliable

Source: Data Processing (2026)

As shown in Table 13, all latent constructs have Cronbach's Alpha and Composite Reliability values above the recommended threshold. Digital Literacy, Platform Support, Time Management, Social Support, and Affiliate Marketing Effectiveness all show satisfactory internal consistency. This implies that there is consistency in the indicators of each construct to measure the same concept. These findings prove that the measurement model corresponds to the minimum criteria of reliability and can proceed to assessing individual indicators.

Once the first reliability test was completed, the authors examined the indicator validity and convergent validity to make sure that each indicator is suitable to capture its respective latent construct. The authors analyzed the indicator validity based on the outer loading values and convergent validity on the basis of the Average Variance Extracted (AVE). The PLS-SEM instructions suggest that values of outer loading must be over 0.70 and AVE values must be over 0.50. The outcome of this analysis is presented in Table 14 that provides the summary of outer loading and AVE of all constructs.

Table 14. Refined Outer Loadings and AVE

Latent Variable	Construct Variable	Loading (>0.70)	AVE (>0,5)
Digital Literacy	DL1	0.857	0.726
	DL2	0.891	
	DL3	0.805	
Platform Support	PL1	0.835	0.738
	PL2	0.872	
	PL3	0.870	
Time Management	TM1	0.825	0.718
	TM2	0.852	
	TM3	0.866	
Social Support	SS1	0.912	0.848
	SS2	0.929	
Effectiveness of Affiliate Marketing	EA2	0.857	0.752

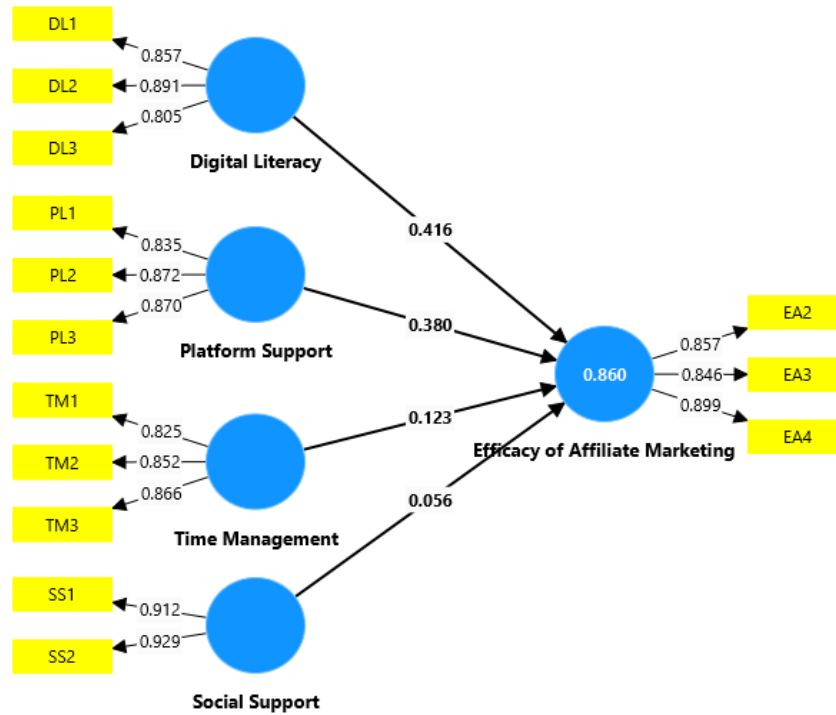
EA3	0.846
EA4	0.899

Source: Data Processing (2026)

Table 14 results indicate that the majority of the indicators of all constructs are strongly loaded with values greater than 0.70. The validity of the indicators is confirmed through this evidence since researchers determine that the AVE values for all constructs exceed the threshold of 0.50 and this condition ensures that the latent variables capture at least half of the variance in their respective indicators thereby fulfilling the essential criteria for convergent validity. An indicator within the Affiliate Marketing Effectiveness construct exhibits an exceptionally low outer loading value so it fails to contribute meaningfully to the construct and this deficiency may introduce measurement errors thus researchers conducted further evaluations on the measurement model to address this issue.

In order to present the visual evidence of the revised measurement model, Figure 4 is developed. This number demonstrates the final outer model structure and the interrelations between latent constructs and the indicators that they retain together with their loading values. The diagram has explicitly attested the fact that the rest of the indicators are well connected with their constructs. This supports the findings on reliability and validity as made in the tabulated results.

Figure 4. Refined Outer Model



Source: Data Processing (2026)

As a result of measuring the validity of the indicators, the weak indicator was eliminated in the measurement model. The results of new construct reliability are presented in Table 15. A comparison of the Cronbachs Alpha and Composite Reliability before and after manipulating the indicator should be done to determine whether or not construct reliability has been retained or enhanced.

Table 15. Construct Reliability (Cronbach's Alpha and Composite Reliability) 2

Latent Variable	Cronbach's alpha	Composite reliability (rho_c)	Remarks
Digital Literacy	0.810	0.888	reliable
Platform Support	0.822	0.894	reliable

Time Management	0.804	0.884	reliable
Social Support	0.821	0.918	reliable
Effectiveness of Affiliate Marketing	0.835	0.901	reliable

Source: Data Processing (2026)

Table 15 suggests that after the refinement process, all constructs have Cronbachs Alpha and Composite Reliability values of more than 0.70. It is worth mentioning that the effectiveness of the Affiliate Marketing Effectiveness construct rises. Researchers observe elevated levels of internal consistency after they eliminate the weak indicator and these results confirm the ongoing validity of the measurement model while they also reveal that refining the indicators enhances the overall quality of measurements instead of diminishing it.

The evidence presented across the preceding sections collectively demonstrates that the measurement model adheres to the requisite standards for construct reliability along with indicator validity and convergent validity since the indicators reliably correspond to their associated constructs and the constructs account for a substantial portion of the indicators' variance and internal consistency remains stable or improves during the refinement process so scholars deem the model adequate once these measurement quality benchmarks are achieved thereby allowing progression to structural model analysis for hypothesis testing with assured confidence.

4.2.5 Discriminant Validity Heterotrait Monotrait (HTMT)

The Heterotrait-Monotrait ratio (HTMT) was used to test discriminant validity. This approach considers the level of distinction between a construct and other constructs in the model. HTMT is used to compare the correlations between

the indicators of the different constructs on average and the correlations between the indicators of the different constructs as well. Based on PLS-SEM, the test of discriminant validity is met when the value of the HTMT is lower than 0.90. This means that a construct has more variance with its indicators as compared to other indicators of other constructs.

The outcome of the analysis conducted using the HTMT is provided as Table 16 indicating the value of the HTMT of every pair of the latent constructs in the measurement model. In order to interpret this table, each value in HTMT is compared against the recommended value of 0.90. A value lower than this value represents good discriminant validity whereas a value higher than this value implies that there is some overlap between the constructs and that they are not unique.

Table 16. Heterotrait Monotrait (HTMT)

Latent Variable Path Coefficients	Heterotrait-monotrait ratio (HTMT)	Remarks
Effectiveness of Affiliate Marketing <-> Digital Literacy	1.083	Marginal Fit
Platform Support <-> Digital Literacy	1.059	Marginal Fit
Platform Support <-> Effectiveness of Affiliate Marketing	1.076	Marginal Fit
Social Support <-> Digital Literacy	1.017	Marginal Fit
Social Support <-> Effectiveness of Affiliate Marketing	0.983	Marginal Fit
Social Support <-> Platform Support	1.010	Marginal Fit
Time Management <-> Digital Literacy	1.016	Marginal Fit

Time Management <-> Effectiveness of Affiliate Marketing	1.016	Marginal Fit
Time Management <-> Platform Support	1.047	Marginal Fit
Time Management <-> Social Support	0.971	Marginal Fit

Source: Data Processing (2026)

The results presented in Table 16 show that several HTMT values exceed the recommended threshold of 0.90, with some values exceeding 1.00. Researchers identify substantial correlations among specific constructs and this pattern signals possible overlaps in their measurement approaches so discriminant validity emerges at a marginal level within this model rather than achieving full establishment.

The outcomes reveal robust internal consistency alongside convergent validity for every construct yet certain constructs maintain conceptual interconnections particularly in affiliate marketing operations where digital skills interconnect with platform support and time management interlinks with social support in mutual dependencies thus scholars deem the measurement model to possess discriminant validity under marginal circumstances since constructs differ theoretically even as their empirical correlations overlap.

The constructs preserve their theoretical distinctiveness because they embody separate conceptual dimensions such as individual capability through digital literacy and system support via platform support alongside contextual factors encompassing time management and social support and they exhibit satisfactory internal consistency together with convergent validity.

Scholars regard the measurement model as sufficient for advancing to subsequent analyses yet they advise cautious interpretation of results owing to the marginal discriminant validity that manifests in these findings.

4.3 Structural Model Evaluation

4.3.1 Collinearity assessment (VIF)

Collinearity assessment was conducted to see if the predictor constructs in the structural model have high intercorrelations that could affect the estimation of path coefficients. In PLS-SEM, the authors evaluate collinearity using the Variance Inflation Factor (VIF). A VIF value below 5.0 shows that collinearity is not a significant issue. Values above this threshold suggest possible multicollinearity that may skew the interpretation of structural relationships.

The results of the collinearity assessment are shown in Table 17, which lists the VIF values for each exogenous construct predicting Affiliate Marketing Effectiveness . This table should be examined by comparing each VIF value to the recommended threshold of 5.0. The values near or nearer than this value reveal that the predictor has a high amount of variance with other ones in the model.

Table 17. Collinearity Assessment (Variance Inflation Factor – VIF)

Structural Path	VIF	Interpretation
Digital Literacy → Effectiveness of Affiliate Marketing	5.072	Moderate collinearity
Platform Support → Effectiveness of Affiliate Marketing	5.708	Moderate collinearity
Social Support → Effectiveness of Affiliate Marketing	4.015	No collinearity concern
Time Management → Effectiveness of Affiliate Marketing	4.218	No collinearity concern

Source: Data Processing (2026)

Table 17 presents VIF values of Digital Literacy and Platform Support that are slightly over the threshold, which means that collinearity is moderate. It implies that these aspects are more or less connected, which is quite logical, given that more digitally literate people could be more qualified to successfully use the features of a certain platform. Conversely, the VIF values of Social Support and Time Management are less than 5.0 which means that both variables do not exhibit any collinearity and provide individual explanatory power to the model.

The results of the collinearity assessment show that two predictors, Digital Literacy and Platform Support, have VIF values just above the recommended threshold of 5.0. This suggests there is moderate multicollinearity. This is expected, as Digital Literacy and Platform Support are conceptually related within digital ecosystems

However, these values are still close to the threshold and fall within a reasonable range in social science research. This means some correlation exists between these variables, but it does not significantly affect the estimation of the structural model. As a result, the model can still be used for further analysis, with the results interpreted while keeping this limitation in mind.

4.3.2 Coefficient of determination (R-square)

After conducting collinearity test, the authors compared the explanatory power of the structural model on basis of coefficient of determination (R^2). Researchers employ the R^2 metric within PLS-SEM to quantify the extent to which independent variables elucidate the endogenous variable and higher R^2 values signify greater explanatory power of the model while established guidelines classify R^2 values ranging from 0.25 to 0.50 as weak and those reaching 0.75 or higher as strong particularly within the domain of social and behavioral research.

Table 18 delineates the coefficient of determination analysis results encompassing both R^2 and adjusted R^2 for the endogenous construct known as Effectiveness of Affiliate Marketing and scholars assess the model's overall explanatory strength through R^2 whereas adjusted R^2 accounts for the number of

predictors included thereby furnishing a more conservative evaluation of the model's fit.

Table 18. Coefficient of Determination (R^2)

Endogenous Variable	R-square	Adjusted R-square	Interpretation
Effectiveness of Affiliate Marketing	0.860	0.856	Substantial

Source: Data Processing (2026)

Table 18 indicates that the R-square value of Affiliate Marketing Effectiveness is 0.860, suggesting that Digital Literacy, Platform Support, Time Management, and Social Support collectively explain a substantial proportion of the variance in the dependent variable. This reflects strong explanatory power of the model.

However, as the data is perception-based and collected using a single survey method, the possibility of common method bias cannot be fully ruled out. In addition, the relatively high R-square value may also be influenced by conceptual overlap among the constructs, as indicated by the HTMT results.

Therefore, while the model demonstrates strong explanatory capability, the results should be interpreted with caution, considering these potential limitations. Despite these considerations, the model remains useful for understanding the relationships between variables within the context of this study.

4.3.3 Effect Size (f^2)

After evaluating how well the model explains the data using R-square, the authors assessed the contribution of each exogenous variable to the endogenous variable with effect size (f^2). In PLS-SEM, f^2 measures how much an exogenous

construct helps explain the variance of an endogenous construct by looking at the change in R-square when the predictor is included compared to when it is excluded from the model. While R-square shows overall explanatory power, f^2 gives a specific assessment for each predictor.

The results of the effect size analysis are shown in Table 19. A minor effect is indicated by the values of 0.02, medium effect is indicated by 0.15 and large effect is indicated by 0.35. Increased f^2 indicates that the predictor makes a significant contribution to explaining the endogenous variable..

Table 19. Effect Size (f^2)

Structural Path				f^2	Interpretation
Digital Literacy	→	Effectiveness	of Affiliate Marketing	0.244	Medium effect
Platform Support	→	Effectiveness	of Affiliate Marketing	0.181	Medium effect
Social Support	→	Effectiveness	of Affiliate Marketing	0.005	Small effect
Time Management	→	Effectiveness	of Affiliate Marketing	0.026	Small effect

Source: Data Processing (2026)

Conversely, the effect sizes of Social Support and Time Management are small. This implies that they have a small role to play in the context of explaining the effectiveness of affiliate marketing due to other reasons. These variables might still have an effect on engagement or persistence, but they do not directly affect quantifiable affiliate marketing outcomes in such a model. This is consistent with the previous findings of hypothesis testing, in which neither of the variables was statistically significantly affected. Altogether, the effect size analysis

supports the fact that Digital Literacy and Platform Support are the most significant in the model. The role of Time Management and Social Support is even lesser. These results also define the structural relationships and why not all the hypotheses were tested in the model.

4.3.4 Predictive Relevance (Q²)

The Stone-Geisser Q² value of the blindfolding procedure was used to determine predictive relevance. In PLS-SEM, a Q² value more than 0 leads to the conclusion that the model is predictably relevant to a given endogenous construct. It is in the range of 0.02, 0.15 and 0.35 which denote the small, medium and large predictive relevance respectively.

Table 20. Predictive Relevance (Q²)

Construct	SSO	SSE	Q ²	Interpretation
Digital Literacy	450.000	450.000	0.000	Not applicable
Effectiveness of Affiliate Marketing	450.000	162.426	0.639	Large predictive relevance
Platform Support	450.000	450.000	0.000	Not applicable
Social Support	300.000	300.000	0.000	Not applicable
Time Management	450.000	450.000	0.000	Not applicable

Note: Q² values greater than zero indicate predictive relevance; values of 0.02, 0.15, and 0.35 indicate small, medium, and large predictive relevance.

Source: Data Processing (2026)

Table 20 reveals that the Q^2 value for Effectiveness of Affiliate Marketing stands at 0.639 and this figure signifies substantial predictive relevance while the outcome confirms the structural model's efficacy in projecting affiliate marketing effectiveness based on the exogenous variables incorporated herein. Exogenous constructs register Q^2 values of 0 which aligns with expectations since the predictive relevance concept applies chiefly to endogenous variables and overall the Q^2 results affirm the model's robustness in elucidating data patterns alongside its proficiency in forecasting the dependent construct thereby validating the structural model's reliability before scholars proceed to hypothesis testing.

4.4 Hypothesis Testing

The findings of this study are interpreted in relation to the theoretical framework presented in Chapter 2, particularly concerning the role of capability, platform support, and contextual factors in influencing digital marketing performance. Referring to the high explanatory ability of the structural model and its established predictive sensitivity, the authors has tested the hypothesis to study the direct impact of Digital Literacy, Platform Support, Time Management, and Social Support on the efficiency of Affiliate Marketing. Not only statistical significance is evaluated by the evaluation but also the direction and size of the relationships. This enables us to conclude on the factors that greatly affect the affiliate marketing performance.

Conceptually, ability based and system based factors primarily determine the effectiveness of affiliate marketing. The digital literacy will enable one to carry out affiliate functions effectively, whereas platform support reduces technical obstacles and enhances usability. Conversely, time management and social support are more of situational tools than performance drivers in more situational and platform based work arrangements such as affiliate marketing. This theory can be used to make sense of the empirical findings presented by the bootstrapping process.

Table 21 indicates the result of hypothesis testing conducted through the PLS-SEM bootstrapping analysis. The table contains the initial sample estimates,

sample means, standard deviations, t-statistics as well as P-values of each of the suggested paths. The p-value of less than 0.05 is considered to be statistically significant to identify a relationship.

Table 21. Hypothesis Testing Results

Hypo-thesis	Structural Path	Path Coefficient (O)	T-statistic	P-value	Effect Size (F)	Decision	Strength
H1	Digital Literacy → Effectiveness of Affiliate Marketing	0.416	4.104	0.000	0.244	Supported	Moderate
H2	Platform Support → Effectiveness of Affiliate Marketing	0.380	5.386	0.000	0.181	Supported	Moderate
H3	Time Management → Effectiveness of Affiliate Marketing	0.123	1.592	0.112	0.026	Not supported	Small
H4	Social Support → Effectiveness	0.056	0.686	0.492	0.005	Not supported	Very weak

Note: A hypothesis is supported when $p\text{-value} < 0.05$.

Source: Data Processing (2026)

In order to interpret the results further, we evaluate the contribution of each variable in terms of effect size (f^2) values. Effect size in PLS-SEM is what aids us to assess the extent to which a predictor variable affects an outcome and not only because it is statistically significant. The literature of recent methods has indicated that adopting p-values singularly may result in partial interpretations. Effect size is also an aspect that a researcher is supposed to take into account because it allows understanding how applicable their results can be in a real context (Hair et al., 2022; Sarstedt et al., 2022). According to the current recommendations on PLS-SEM, effect sizes of 0.02, 0.15, and 0.35 are taken to be small, medium, and great contribution, respectively (Hair et al., 2022).

Table 21 shows that Digital Literacy has a path coefficient of 0.416 with the effect size (f^2) of 0.244 which is moderate. This demonstrates a significant input to the performance of affiliate marketing. The magnitude shows that digital competencies gains are related to visible more positive performance results. Recent investigations into digital enterprises underscore the pivotal role of digital competence in bolstering online business performance and fostering platform-based economies as Nambisan et al. (2023) articulate.

Platform Support registers a path coefficient of 0.38 coupled with an effect size of 0.18 and both metrics classify as moderate thereby indicating that platform usability alongside system facilitation and technological infrastructure exert considerable influence on affiliate marketing performance while Autio et al. (2023) emphasize in their analysis of digital platform ecosystems that platform structures profoundly shape user productivity and economic results.

Time Management exhibits a diminished path coefficient of 0.123 and an effect size of 0.026 which qualifies as small even as the positive relationship persists its practical impact remains minimal and Wood et al. (2023) observe in studies of flexible digital work that platform-based performance aligns more closely with capabilities and system design rather than time management strategies. Social Support emerges as the feeblest contributor featuring a minimal effect size and statistically insignificant association although social support potentially bolsters engagement or persistence Bakker et al. (2023) demonstrate through research on psychosocial variables in organizational behavior that such factors generally mediate performance dynamics within digitally mediated workplaces.

According to the principles of revised PLS-SEM outlined by Hair et al. (2022) and Sarstedt et al. (2022) Digital Literacy and Platform Support deliver moderate yet significant effects whereas Time Management and Social Support exert comparatively lesser influence on affiliate marketing effectiveness.

4.4.1 The Effect of Digital Literacy on Effectiveness of Affiliate Marketing

The positive effect of digital literacy on affiliate marketing effectiveness is consistent with the theoretical framework presented in Chapter 2, which emphasizes the importance of individual capability in utilizing digital platforms and optimizing marketing activities. Activities including the selection of suitable products and the placement of affiliate links in optimal positions and the creation of tailored content for diverse platforms and the mastery of fundamental performance metrics necessitate a foundational level of digital awareness while digitally literate individuals adeptly tailor content formats and interpret algorithmic signals and respond to feedback mechanisms thereby elevating conversion rates and overall marketing efficacy.

Researchers inquired about respondents' demographics and platform usage frequency alongside the principal product categories they promote via affiliate marketing and the data reveal that most respondents focus on products linked to household and family needs with vitamins and health supplements targeted at

mothers and children emerging as the predominant category at approximately 38% and baby products encompassing diapers and skincare items and feeding essentials securing the second position at 24% while cosmetics and personal care products account for 21% and food and beverages represent 17%.

The pronounced appeal of health and baby and personal care products underscores affiliate marketing's efficacy since these categories intertwine with trust and safety and personal experiences and customers display skepticism toward health and child-related purchases so credibility and authenticity drive market success and digital literacy extends beyond technical proficiency to encompass competent and ethical communicative abilities.

Respondents demonstrate cognizance of platform-specific content strategies such as those required for TikTok and Shopee where capturing audience attention within three to five seconds proves crucial on TikTok and they advocate native content formats blending direct selling with storytelling and authentic testimonials and they prioritize genuine product experiences over promotional rhetoric to foster trust and mitigate consumer hesitation thereby exemplifying pragmatic digital literacy in content execution.

Respondents possess proficiency in assessing content performance metrics including click-through rates and link click volumes and conversion rates and they refine messages and images and calls to action by tracking click volumes on their content and verifying conversion sufficiency from those clicks and this data-driven approach curtails trial-and-error pitfalls and empowers informed decision-making processes.

Prior scholarship aligns with these observations as Cain and Coldwell-Neilson (2024) establish that online marketing performance hinges on digital competencies and Social Cognitive Theory posits that performance outcomes rely on self-efficacy perceptions and behavioral control capacities so elevated digital literacy in affiliate marketing enhances perceived mastery over tools and algorithms and content dynamics and this augmented control facilitates more deliberate and efficacious marketing strategies.

The findings collectively affirm that digital literacy transcends mere technical proficiencies encompassing platform adaptation and trust-building communication and performance evaluation and strategic refinement and these multifaceted competencies elucidate digital literacy's role as a moderately influential predictor of affiliate marketing effectiveness within the structural model.

4.4.2 The Effect of Platform Support on Effectiveness of Affiliate Marketing

The significant effect of platform support on affiliate marketing effectiveness aligns with the theoretical perspective discussed in Chapter 2, which highlights the role of technological infrastructure in enabling users to perform marketing activities more effectively.

This attitude is the same as the Technology Acceptance Model. According to it, systems that are perceived to be useful and easy to use stand a better chance of achieving positive performance results. According to the previous ones, digital platforms with appropriate design reduce entry barriers, increase user confidence, and standardized operational practices (Rahman, Alam, and Wahid, 2024). The recent discovery confirms this point of view indicating that the success of affiliate marketing is not only dependent on personal abilities but on the success of platforms in directing and assisting users to complete their duties.

Numerous respondents in this study disclosed their membership in brand- or platform-organized affiliate groups such as those from TikTok and Shopee where communities routinely deliver tutorials and training via onboarding sessions and live sessions and trainers elucidate key features before inviting participants to explore the platform independently using embedded tutorials and assistance resources and respondents attested that these guided explorations substantially enhanced their comprehension of platform functionalities including content tagging and link generation and campaign participation and promotion tool discovery thereby illustrating that platform support transcends mere technical infrastructure to incorporate comprehensive educational provisions.

Respondents exhibited proficiency in navigating affiliate dashboards for performance oversight although most initially prioritized commission tracking as the chief success metric yet they recognized that escalating commissions necessitate heightened sales volumes and superior product performance so product selection evolves beyond randomness and respondents appreciate that their revenue directly correlates with choices of high-demand popular products or competitive commission categories and this awareness positions platform dashboards as instrumental strategic decision aids beyond basic reporting functions.

Respondents resort to platform chat support or community leaders when confronting technical or operational challenges and these leaders function as intermediaries linking the platform with affiliate members who require clarifications on policy updates and algorithmic shifts and campaign details and this support framework instills user confidence and alleviates uncertainties in platform navigation while responsive assistance streamlines processes and mitigates performance disruptions.

The findings collectively reveal that platform support manifests across multiple dimensions encompassing technological infrastructure and educational resources and performance monitoring instruments and responsive assistance and these integrated elements substantiate platform support's moderately significant influence on affiliate marketing effectiveness while affiliate marketing performance hinges on individual competencies alongside the platform ecosystem's capacity to empower and educate and assist users.

4.4.3 The Effect of Time Management on Effectiveness of Affiliate Marketing

The non-significant effect of time management on affiliate marketing effectiveness suggests that, within the context of this study, performance is more strongly influenced by capability-based and system-related factors, as discussed in the theoretical framework in Chapter 2.

These results imply that affiliate marketing performance hinges less on time investment and more on the potency of online platform marketing endeavors

since under typical affiliate marketing scenarios performance outcomes derive from content relevance and algorithmic alignment and exposure dynamics rather than temporal allocation and the asynchronous scalable essence of affiliate marketing bolstered by automation and algorithms diminishes the performance gains from rigorous scheduling and time management practices.

Theoretically scholars interpret this outcome to position Time Management not as a direct causal determinant of affiliate marketing effectiveness but as an enabling or facilitative element and Time Management potentially fosters consistency and persistence and sustained engagement yet it fails to elevate short-term metrics like conversions or revenue and research on flexible digital work corroborates this view by asserting that efficiency and strategic execution outweigh time quantity in platform-based endeavors.

Time Management exerts indirect influence by optimizing the cultivation and deployment of digital competencies and platform proficiencies since effective time utilizers gain superior opportunities to master platform tools and scrutinize performance analytics and establish content maintenance routines thereby enhancing marketing efficacy and in this capacity Time Management functions as a moderator or mediator rather than a primary predictor of outcomes.

Traditional productivity frameworks posit Time Management as a direct performance driver yet this perspective contrasts with digital algorithm-driven marketing realities so Time Management retains relevance for sustaining engagement and averting burnout without serving as the principal driver of affiliate marketing effectiveness in the examined model.

4.4.4 The Effect of Social Support on Effectiveness of Affiliate Marketing

The non-significant effect of social support indicates that social factors may function more as contextual or indirect influences rather than direct determinants of affiliate marketing effectiveness, which is consistent with the theoretical perspective outlined in Chapter 2.

The behavioral perspective on the affiliate marketing outcome is largely dependent on the effectiveness of the individuals in performing marketing activities through the digital platform and how these activities are enriched through system procedures such as algorithms, logic of exposure, and performance feedback. Social support potentially fosters motivation and reassurance and informal knowledge exchange yet these benefits fail to translate directly into elevated conversion rates and superior traffic quality and heightened revenue figures.

Scholars deduce from this pattern that social support operates not as a primary determinant of affiliate marketing effectiveness but as a supplementary or facilitative element and social support bolsters persistence and confidence and resolve to endure in affiliate marketing especially amid suboptimal performance or ambiguity although social encouragement alone proves inadequate for performance enhancement absent concomitant advancements in digital proficiencies or optimized platform utilization.

Social support's influence manifests indirectly by spurring learning behaviors and curbing attrition and amplifying efficacious deployment of digital and platform assets so social support aligns more aptly as a moderating or mediating construct that shapes the conversion of digital literacy or platform support into tangible outcomes rather than directly propelling affiliate marketing effectiveness.

This insight buttresses the prevailing structural model dynamics, wherein operational competencies and systemic attributes emerge as paramount performance drivers, while social and emotional elements assume ancillary supportive roles, and this interpretation resonates with platform-based marketing exigencies, where measurable results hinge predominantly on executional prowess and technological preeminence, rather than interpersonal bolstering per se.

Chapter 5

Conclusions and Recommendation

5.1 Conclusions

The relationships that exist among Digital Literacy, Platform Support, Time Management, and Social Support have been discussed in this paper and how they relate to success in affiliate marketing in a digital setting. It shows that the effectiveness of affiliate marketing is positively and significantly linked with the Digital Literacy and Platform Support. This study establishes that Time Management and Social Support fail to demonstrate statistical significance in relation to affiliate marketing success.

The data disclose that individuals exhibiting higher digital literacy alongside robust online platform systems report elevated affiliate marketing effectiveness and this pattern underscores the primacy of digital tool competencies and systemic support over temporal availability and social reinforcement although Time Management and Social Support facilitate routine engagement and contextual bolstering they exert negligible statistical influence on performance outcomes in this context.

Affiliate marketing practices manifest profound reliance on individuals' proficiency in leveraging digital technologies and platform functionalities and content refinement and platform utilization skills and performance metric discernment correlate strongly with augmented affiliate efficacy thereby highlighting the imperative for digital skillsets and platform support to attain quantifiable success in affiliate marketing endeavors.

Affiliate marketing centers on content creation by individuals and performance-driven results so success derives from adept tool utilization rather than ambient conditions and skills and systemic support evince stronger associations with affiliate marketing effectiveness than contextual and social dimensions as observed herein.

Scholars conceptualize affiliate marketing success in this investigation as encompassing perceived performance and economic yields beyond mere objective

financial metrics and this framing necessitates interpretation of results through self-reported effectiveness scales.

Overall, this study can inform us about the power of affiliate marketing since it shows that skill and platform-based variables are directly related to performances than contextual ones in terms of the research design limitations.

5.2 Recommendation for Future Research

According to the weaknesses observed during this study, future research should dwell on certain areas to expand on them. Future researchers can refine measurement indicators to bolster discriminant validity and sharpen conceptual distinctions among variables given the potential for construct overlap. Subsequent investigations might incorporate objective performance metrics such as actual earnings or conversion records alongside self-reported data thereby furnishing a more authentic depiction of affiliate marketing success.

Researchers advocate longitudinal designs to track behavioral and performance evolutions over time and this methodology elucidates variable interrelationships while expanding the sample to encompass additional mothers from Java Island addresses demographic and geographic diversification for broader generalizability and explorations of unexamined variables like content attributes or audience characteristics yield deeper insights into affiliate marketing effectiveness.

These findings underpin recommendations for advancing scholarly inquiry into affiliate marketing effectiveness and researchers must pursue diversified comprehensive studies since the present analysis targets a specific cohort in a delimited context which limits scalability and subsequent efforts incorporating varied demographics and affiliate profiles and locales ascertain contextual variations in digital literacy and platform support salience and sampling users across multiple affiliate platforms illuminates platform-specific dynamics.

Investigators ought to integrate objective performance indicators complementing subjective measures in forthcoming research although this study emphasized perceived effectiveness future iterations can embed behavioral metrics

encompassing click-through rates and conversions and commissions and this augmentation validates performance findings while diminishing dependence on self-reported data.

Researchers should incorporate omitted factors from the current model in prospective analyses since affiliate marketing outcomes potentially hinge on content quality and audience engagement and algorithmic familiarity and trust signals and self-branding and these additions enrich the model and illuminate performance drivers and longitudinal or mixed-methods approaches prove invaluable for probing indirect effects particularly Time Management and Social Support as potential mediators or moderators since empirical evidence suggests these elements lack direct efficacy on affiliate marketing performance yet they may modulate digital literacy and platform support influences on outcomes and such designs facilitate long-term monitoring of behavioral adaptations and learning trajectories and performance trajectories.

5.3 Recommendation

The empirical results of this study are recommended as follows. The entire recommendations will be based on the findings of the research and will be realistic, practical and applicable to the stakeholders most interested in the affiliate marketing system.

5.3.1 Recommendations for Platform Providers

Since the concept of Platform Support is high relative to the success of affiliate marketing, the platform providers must endeavor to enhance the usability and capabilities of the system at any given time. This involves development of friendly dashboards, ease in link creation and tracking and also the provision given on clear and real time performance update. The educational resources such as in-site guidelines, tips on best practices and how to use information should also be enhanced in a manner that the users can transform the information in the platform into useful marketing skills. Through providing additional support to the platform,

the providers will be able to improve the performance of the affiliates without necessarily relying on external training exclusively.

5.3.2 Recommendations for Businesses and Brands Using Affiliate Marketing

Companies that have a digital strategy that entails affiliate marketing should also strive to master the skills rather than trace the activities. The results indicate that performance is conditional upon the quality of utilizing the digital tools by the affiliates as opposed to time spent. Some of the spheres to which the brand will need to make investments include; organized data and digital skills development courses, content instructions, and data-driven optimization. With platform mechanics and affiliate competencies, brand expectations would be matched to produce more helpful and long-lasting affiliate relationships.

5.3.2 Recommendations for Affiliate Practitioners

The current study indicates that affiliate practitioners have to worry about digital literacy establishment. Digital literacy exerts a significant positive effect on affiliate marketing effectiveness as hypothesis H1 posits and practitioners must elevate practical digital proficiencies encompassing content creation and optimization and rudimentary data analysis while tailoring content formats to platform specifications and crafting precise calls to action and aligning messaging with audience behaviors constitute exemplary practices and these proficiencies empower practitioners to execute affiliate marketing endeavors with greater efficiency thereby yielding quantifiable returns from their initiatives.

Platform support profoundly shapes affiliate marketing success per hypothesis H2 so practitioners should master affiliate platform functionalities and daily engagement with performance dashboards and link tracking and platform-derived outcomes facilitates result monitoring and strategy refinement and

algorithmic interpretation governing content distribution alongside performance metrics revealing audience interactions equips practitioners to judiciously select content publication timings and product selections and promotional tactics which in turn amplifies marketing efficacy.

Practitioners adopt a quality-centric paradigm eschewing excessive time allocation to affiliate challenges and they prioritize superlative execution through optimized online tool deployment and platform support leveraging diverse content formats and experimenting with messaging variations and testing promotional appeals and enacting feedback-driven adjustments exemplify how digital literacy advancement and proficient platform utilization propel progress and these dynamics affirm that capability-driven and system-supported factors surpass temporal investments in potency.

Affiliate practitioners who commit to online environment mastery and tactically harness platform support stand poised for superior affiliate marketing efficiency and these prescriptions derive from empirical findings designating platform support and digital literacy as pivotal determinants of affiliate marketing triumph.

5.3.3 Recommendations for Industry Stakeholders and Policy Makers

Based on the outcome of this research, there are several implications that the policy makers and players in the industry can consider in order to support the efforts of digital entrepreneurship. The results show that digital capabilities and platforms support access have a strong impact on affiliate marketing performance.

The programs of digital revenue generation should be aimed at development of viable digital competencies. The important ones are content making, use of the platforms, and monitoring of performance. In addition, the increased availability of convenient platform capabilities and tools that can help people to convert their efforts into measurable results can be helpful.

It is noteworthy that the findings are inferred on the premise of a specified sample of mothers in the Java Island. They will be seen as guidance rather than

assumptions that cut across the board. These results ought to be cautiously applied in generalizing them to other groups or contexts.

Collaboration of the platform executives with educational organizations and industrial stakeholders may offer the facilitating conditions to more successful involvement in affiliate marketing. The subsequent evolution must be also directed at the customization of the programs to a specific user group reflecting the differences in the digital capabilities and availability of the resources.

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Appendices

Appendix 1: List of questionnaire's questions

Variable	Code	Questions	Scale
Digital Literacy (DL)	DL1	I am able to create digital content (images, videos, captions) that fits my target audience.	5- points Likert Scale
	DL2	I am confident using features like product tagging or affiliate links on platforms such as TikTok or Shopee..	5- points Likert Scale
	DL3	I can analyze content performance using basic platform metrics (e.g., views, clicks).	5- points Likert Scale
Platform Support (PL)	PL1	I find platform tutorials and learning resources helpful for understanding affiliate features.	5- points Likert Scale
	PL2	The affiliate dashboard and tools on the platform are easy to use.	5- points Likert Scale
	PL3	I feel supported by the affiliate platform when I encounter technical issues.	5- points Likert Scale
Time Management (TM)	TM1	I allocate specific time blocks each day/week for affiliate marketing activities.	5- points Likert Scale
	TM2	I can consistently meet content deadlines or livestream schedules I set for myself.	5- points Likert Scale
	TM3	I can balance household responsibilities and digital marketing tasks without feeling overwhelmed.	5- points Likert Scale
Social	SS1	My family or spouse supports my	5- points Likert

Support (SS)	involvement in affiliate marketing.	Scale
SS2	I am part of a group or community (e.g., WhatsApp, Facebook) that helps me improve my affiliate marketing skills.	5- points Likert Scale
Effectiveness of Affiliate Marketing (AM)	What is your average monthly income from affiliate marketing?	Modified 5-points Likert Scale 1: Less than Rp 250,000 2: Rp 250,000 – Rp 999,999 3: Rp 1,000,000 – Rp 1,999,999 4:Rp 2,000,000 – Rp 3,999,999 5: Rp 4,000,000 and above
	I feel confident promoting products as an affiliate on digital platforms (e.g., Shopee, TikTok).	5- points Likert Scale
	I am able to turn my content engagement (likes, comments, views) into actual product clicks or purchases.	5- points Likert Scale
	I believe affiliate marketing is a sustainable and scalable income source for supporting my household in the long term.	5- points Likert Scale