



The Influence of GMV Max Advertising and Affiliate Marketing Through Store Traffic on Business Sustainability Among Hijab Fashion MSMEs on the TikTok Shop Platform

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Abstract

Introduction/Main Objectives: This study aims to analyze the influence of GMV Max Advertising and Affiliate Marketing on the business sustainability of hijab fashion MSMEs operating on TikTok Shop. The increasing reliance of MSMEs on social e-commerce, combined with the dynamic nature of platform algorithms, underscores the need for businesses to understand the effectiveness of digital marketing strategies in maintaining long-term sustainability.

Background Problems: This research addresses the question: *“Do GMV Max Advertising and Affiliate Marketing affect Business Sustainability, either directly or through Store Traffic as a mediating variable?”*

Novelty: The novelty of this study lies in examining two distinct marketing strategies—algorithm-driven advertising and creator-driven promotion—within a single structural model directed toward business sustainability. Prior studies have typically focused on advertising or influencer effectiveness separately and have not explored the mediating role of store traffic in the context of hijab fashion MSMEs on TikTok Shop.

Research Methods: This study employs an explanatory quantitative approach using Partial Least Squares–Structural Equation Modeling (PLS-SEM). A total of 100 respondents, consisting of buyers and MSME operators in the hijab fashion category on TikTok Shop, were surveyed. Four latent constructs with 16 indicators were analyzed to evaluate direct effects, indirect effects, and the mediating role of store traffic.

Finding/Results: The results reveal that GMV Max Advertising does not significantly influence store traffic or business sustainability. In contrast, Affiliate Marketing has a significant effect on both variables. Store traffic also significantly contributes to business sustainability and partially mediates the relationship between Affiliate Marketing and sustainability outcomes.

Conclusion: The study concludes that creator-driven marketing strategies are more effective than automated advertising in fostering business sustainability among hijab fashion MSMEs on TikTok Shop. These findings highlight the importance of organic exposure, consumer trust, and creator credibility in sustaining MSME performance within social commerce platforms.

Keywords: GMV Max Advertising; Affiliate Marketing; Store Traffic; Business Sustainability; TikTok Shop



Introduction

The rapid development of digital technology has significantly transformed global transaction patterns and accelerated the growth of the e-commerce sector in Indonesia. The integration of social media with online commercial activities has given rise to the phenomenon of *social e-commerce*, in which users can not only interact but also conduct transactions within a single platform. One prominent example is TikTok Shop, which initially functioned as a short-video sharing application but has since evolved into a major digital commerce hub (1)(2). Indonesia is currently recorded as the country with the largest number of TikTok users worldwide, reaching 157.6 million users (3). In addition, TikTok Shop Indonesia contributed approximately IDR 100.5 trillion in global transactions with a 39% year-over-year growth rate, positioning Indonesia as the second-largest GMV contributor after the United States (4). These developments demonstrate the substantial influence of TikTok Shop on the digital marketplace ecosystem in Indonesia and highlight its potential for Micro, Small, and Medium Enterprises (MSMEs) to optimize social media-based marketing strategies.

The Covid-19 pandemic further accelerated changes in digital consumer behavior (5). Social restrictions and reduced offline economic activities prompted consumers to shift toward online transactions to meet their daily needs. According to Bank Indonesia data cited by Handoko, Febriansha, and Mafaza (2023) in the *Parahyangan Economic Development Review*, 87.5% of MSMEs experienced income declines, with sales dropping by 93.3% compared to the previous year (6). As a result, many MSMEs increasingly relied on social media to maintain business continuity and adapt to new consumption patterns. This behavioral shift also led to more impulsive and reactive purchasing tendencies, particularly in response to short-form digital content. Consumers increasingly make spontaneous purchases after viewing promotional videos or creator recommendations on platforms such as TikTok. A survey by Marketing-Interactive reported that 76% of Indonesian consumers have purchased a product based on creator recommendations, indicating the strong influence of video content on purchasing decisions (7).

Within specific product categories, hijab or modest fashion has emerged as one of the fastest-growing MSME segments on social commerce platforms like TikTok Shop. Hijab products possess strong visual characteristics that are highly compatible with short-form video formats, increasing the likelihood of conversion from content exposure to purchase. Elverina (2021) further noted that modest fashion businesses in Indonesia rely heavily on digital marketing strategies, particularly video-based social media, to sustain sales and remain competitive (8). Therefore, this study focuses specifically on MSMEs selling hijab fashion products on TikTok Shop to ensure a more targeted, relevant, and context-specific analysis aligned with product categories most influenced by visual and digital marketing strategies.

This phenomenon has also driven the rise of collaborative marketing strategies commonly known as influencer marketing or endorsement on other social media platforms, whereas on TikTok, this strategy is referred to as Affiliate Marketing—a commission-based promotion system in which creators participate in marketing products. Affiliate Marketing has become one of the most widely adopted strategies among brands in today's digital commerce ecosystem due to its ability to leverage social closeness, trust, and visual influence to shape positive product perceptions and increase store traffic. According to the E-Economy SEA (2024) report, influencer and affiliate marketing are among the main drivers of e-commerce growth in Southeast Asia, including Indonesia. Although several previous studies have examined how MSMEs utilize affiliate marketing (9)(10)(11), its strategic impact on long-term business sustainability remains limited in the existing literature.

Research Methods

This study employs an explanatory quantitative approach to examine the causal relationships among GMV Max Advertising, Affiliate Marketing, Store Traffic, and Business Sustainability among hijab fashion MSMEs on TikTok Shop. To analyze these relationships, the research applies Partial Least Squares–Structural Equation Modeling (PLS-SEM), a technique suitable for complex models, mediating variables, and data that are not fully normally distributed. PLS-SEM is also effective for predictive studies with relatively small sample sizes, as recommended by (12). Through the combination of an explanatory design and PLS-SEM, this study is able to evaluate both the measurement and structural models comprehensively to obtain a clearer depiction of the influence of each variable.

Population and Sample

The population of this research consists of MSMEs selling hijab fashion products on TikTok Shop Indonesia. This product category was selected based on evidence that modest fashion is highly dominant in social media and social-commerce ecosystems, relying heavily on visual content (8). The sampling technique used is purposive sampling, which selects respondents based on criteria relevant to the research objectives (13)(14). The sample size refers to the recommendation by (1), requiring a minimum of 5–10 respondents for each indicator. This technique is commonly applied in digital marketing and social commerce studies involving structural models (15)(16).

Research Instrument

The research instrument consists of a closed-ended questionnaire using a 5-point Likert scale. The use of a 5-point Likert scale follows (12), who states that a 5-point ordinal category scale is effective for measuring consumer perceptions and behaviors. Indicators for each variable were adopted from established scientific sources. Indicators for X1 (GMV Max Advertising) are adapted from (17), which explains the role of AI in enhancing advertising effectiveness through utility, targeting accuracy, and conversion contribution. Indicators for X2 (Affiliate Marketing) refer to (18), defining affiliate performance through promotional intensity, content quality, promotional reach, and contribution to sales. Indicators for Store Traffic are adapted from (19), which emphasize that e-commerce performance is influenced not only by visit counts but also by page exploration, interaction duration, and purchase intention. Indicators for Y (Business Sustainability) follow (20), describing sustainability in terms of revenue stability, customer retention, operational continuity, and competitiveness in digital markets. Prior to the main data collection, the questionnaire was pilot-tested on a small group of respondents to ensure clarity, contextual relevance, and internal consistency.

Data Analysis Techniques

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0, chosen for its suitability for complex models with mediating variables and relatively small sample sizes (12). The analysis consisted of two stages: the outer model and inner model evaluation. The outer model assessed convergent validity (loading factor ≥ 0.70 ; AVE ≥ 0.50), discriminant validity (Fornell–Larcker and HTMT ≤ 0.90) (21)(22), and construct reliability (Composite Reliability and Cronbach's Alpha ≥ 0.70). The inner model examined multicollinearity using VIF < 5 , the R² value to assess model strength (2), Q² for predictive relevance, and the significance of relationships through bootstrapping (5,000 resamples) with t-statistics > 1.96 at $\alpha = 0.05$ (12). Overall model fit was evaluated using SRMR ≤ 0.08 (23)(24).

Mediation analysis was conducted by examining the indirect effects to determine whether Store Traffic mediates the influence of GMV Max Advertising and Affiliate Marketing.

Result

This section presents the research findings based on the PLS-SEM analysis conducted. The research model consists of four latent variables: GMV Max Advertising (X1), Affiliate Marketing (X2), Store Traffic (Z), and Business Sustainability (Y). The evaluation includes both the measurement model (outer model) and the structural model (inner model).

Measurement Model Evaluation (Outer Model)

1. Convergent Validity (Outer Loading)

Convergent validity testing is carried out to assess the extent to which the indicators accurately reflect the constructs they are intended to measure. An indicator is considered valid if it has an outer loading value of ≥ 0.70 .

Table 1 Convergent Validity

	X1	X2	Y	Z
X1_1	0.905			
X1_2	0.833			
X1_3	0.923			
X1_4	0.885			
X2_1		0.862		
X2_2		0.884		
X2_3		0.893		
X2_4		0.908		
Y1			0.837	
Y2			0.925	
Y3			0.937	
Y4			0.906	
Z1				0.885
Z2				0.894
Z3				0.940
Z4				0.787

Source: SmartPLS vr 3.2.9, 2025

All indicators obtained outer loading values ranging from 0.787 to 0.940, thus fulfilling the criteria for convergent validity. This indicates that each indicator is able to represent its corresponding construct accurately and consistently. These results confirm that the constructs are suitable for further analysis within the structural model.

2. Construct Reliability and Validity (Cronbach's Alpha, CR, AVE)

Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), while convergent validity was assessed using the Average Variance Extracted (AVE). The standard criteria used were Cronbach's Alpha ≥ 0.70 , CR ≥ 0.70 , and AVE ≥ 0.50 .

Table 2 Construct Reliability and Validity

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1	0.909	0.918	0.936	0.787
X2	0.909	0.912	0.936	0.786
Y	0.923	0.929	0.946	0.813
Z	0.900	0.910	0.931	0.771

Source: SmartPLS vr 3.2.9, 2025

All Cronbach's Alpha values fall within the range of 0.909–0.923, CR values within 0.910–0.936, and AVE values within 0.771–0.813. These results demonstrate that all constructs are highly reliable and possess strong internal consistency. The high AVE values further indicate that the indicators effectively explain their respective latent variables.

3. Discriminant Validity (HTMT)

Discriminant validity testing was conducted to ensure that each construct is empirically distinct from the others. Discriminant validity is met when the Heterotrait–Monotrait Ratio (HTMT) value is < 0.90.

Table 3 Discriminant Validity (HTMT)

	X1	X2	Y	Z
X1				
X2	0.776			
Y	0.654	0.859		
Z	0.751	0.867	0.900	

Source: SmartPLS vr 3.2.9, 2025

All HTMT values are below 0.90, indicating that each construct is empirically distinct. This confirms the absence of construct overlap, ensuring validity for further analysis in the inner model.

4. Collinearity Assessment (VIF)

Multicollinearity was assessed using the Variance Inflation Factor (VIF). Indicators are considered free from multicollinearity when VIF < 5.

Table 4 Collinearity Assessment

Variabel	VIF
X1_1	3.009
X1_2	2.366
X1_3	3.849
X1_4	2.971
X2_1	2.281
X2_2	2.758
X2_3	3.082
X2_4	3.364
Y1	2.231
Y2	4.447
Y3	5.420
Y4	3.491
Z1	2.723
Z2	3.374

Z3	4.563
Z4	1.977

Source: SmartPLS vr 3.2.9, 2025

All indicators meet the collinearity criteria, with VIF values below 5, indicating that the model is free from multicollinearity issues.

Evaluasi Model Struktural (*Inner Model*)

Table 5 R-Square

R-square	
Y	0.727
Z	0.663

Source: SmartPLS vr 3.2.9, 2025

Store Traffic (Z) has an R^2 value of 0.663, indicating a moderate-to-strong model. Business Sustainability (Y) has an R^2 value of 0.727, indicating a strong model. This means GMV Max Advertising and Affiliate Marketing explain 66.3% of the variance in Store Traffic, and together with Store Traffic, explain 72.7% of the variance in Business Sustainability.

Table 6 Path Coefficient

	Y	Z
X1	0.092	0.547
X2	0.000	0.000
Y		
Z	0.000	

Source: SmartPLS vr 3.2.9, 2025

The results show that GMV Max Advertising does not have a significant effect on Store Traffic ($p = 0.092$) or on Business Sustainability ($p = 0.547$). Thus, the automated advertising strategy does not contribute meaningfully to MSME performance. In contrast, Affiliate Marketing has a significant effect on both Store Traffic ($p = 0.000$) and Business Sustainability ($p = 0.000$), demonstrating the effectiveness of creator-driven promotion in increasing exposure and business performance. Additionally, Store Traffic significantly influences Business Sustainability ($p = 0.000$), indicating that user visit intensity plays an important role in supporting MSME continuity on TikTok Shop. Overall, these findings confirm that Affiliate Marketing contributes more strongly than GMV Max in driving traffic and sustaining business performance.

Table 7 Spesific Indirect Effect

Specific indirect effects	
X1 -> Z -> Y	0.143
X2 -> Z -> Y	0.000

Source: SmartPLS vr 3.2.9, 2025

The mediation analysis shows that Store Traffic does **not** mediate the effect of GMV Max Advertising on Business Sustainability ($p = 0.143$). In contrast, Store Traffic significantly mediates the effect of Affiliate Marketing on Business Sustainability ($p = 0.000$). These findings indicate that increases in store traffic occur primarily through creator-driven promotional activities, making mediation effective only for Affiliate Marketing, not for GMV Max.

Discussion

The findings of this study show that GMV Max Advertising does not exert a significant influence on either Store Traffic or Business Sustainability. This result is consistent with the literature presented by (25) on *Advertising Avoidance*, which explains that consumers tend to ignore or avoid digital advertisements that are irrelevant to them, preventing the creation of meaningful interactions required to increase store visits or purchase decisions. This conclusion is further supported by (26), who argues that digital advertising does not always affect viewer behavior, particularly when the advertisements displayed are generic and lack persuasive appeal. In the context of MSMEs, (27) also found that the effectiveness of digital advertising depends heavily on an entrepreneur's ability to optimize ad content; many MSMEs are unable to manage paid advertisements effectively, resulting in poor performance and no impact on sales. These findings collectively indicate that automated advertising has limited effectiveness in driving Store Traffic and Business Sustainability when the optimization and relevance of the advertisement content are insufficient.

In contrast to GMV Max or automated TikTok Ads, Affiliate Marketing—implemented through influencers or creators on TikTok—was found to have a significant impact on both Store Traffic and Business Sustainability. This aligns with the findings of (28), who demonstrated that persuasive language and communication styles used by creators increase consumer engagement and interaction. In the context of digital marketing for MSMEs in Indonesia, creator-based strategies or Affiliate Marketing have also been shown to be effective. As reported by (29), affiliate-driven promotion significantly boosts online sales by increasing product exposure and driving consumer interaction. This is further reinforced by (30), who found that affiliate and influencer marketing positively influence purchase decisions through appealing content and the emotional connection built between creators and their audiences. Therefore, the strong influence of Affiliate Marketing observed in this study suggests that creator-generated content is more persuasive and impactful than automated GMV Max Advertising, making it more effective in increasing Store Traffic and sustaining business performance.

Furthermore, the results indicate that Store Traffic has a significant effect on Business Sustainability and serves as a key mediator in the relationship between Affiliate Marketing and Business Sustainability. This finding is consistent with (31), who emphasized that digital interactions and consumer engagement play crucial roles in building satisfaction and loyalty, which subsequently contribute to long-term business sustainability. The increase in Store Traffic driven by Affiliate Marketing also directly contributes to higher sales, which is a critical indicator of MSME sustainability (29). However, this mediating effect does not occur for GMV Max Advertising because automated ads fail to drive meaningful store visits—consistent with (25), who notes that irrelevant automated advertisements often lead to advertising avoidance among consumers. These findings reinforce that business sustainability on TikTok Shop is more strongly supported by Affiliate Marketing strategies than by automated GMV Max Advertising.

Conclusion

This study concludes that GMV Max Advertising does not influence Store Traffic or Business Sustainability among hijab fashion MSMEs on TikTok Shop, indicating that automated and non-personalized ads are ineffective in shaping consumer behavior. In contrast, Affiliate Marketing demonstrates a significant direct effect on both Store Traffic and Business Sustainability, as creator-generated content successfully builds trust, increases interaction, and encourages purchase decisions. Additionally, Store Traffic plays an essential role in

supporting business sustainability and serves as a mediator between Affiliate Marketing and Business Sustainability.

Overall, these findings highlight that creator-driven marketing strategies are substantially more effective than automated advertising within the hijab fashion context on TikTok Shop. The research model also exhibits strong predictive power, with the variables collectively explaining 72.7% of the variance in Business Sustainability.

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