The Effects of Creative Visual Content, Affiliate Marketing, and Influencer Marketing on Consumer Purchase Intention

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ABSTRACT

This study aims to examine the influence of creative visual content, affiliate marketing collaboration, and influencer marketing on consumer purchase intention toward the Rucas.co brand. The research adopts a quantitative approach using a survey method with 100 respondents who are active social media users and have been exposed to creative content, affiliate promotions, or influencer endorsements related to the brand. Data were analyzed using multiple linear regression analysis to test both partial and simultaneous effects of the independent variables on purchase intention. The results reveal that creative visual content, affiliate marketing collaboration, and influencer marketing each have a positive and significant effect on consumer purchase intention. Simultaneously, the three variables significantly explain variations in purchase intention, with an Adjusted R^2 value of 0.781, indicating strong explanatory power. Among the independent variables, influencer marketing has the most dominant effect. These findings suggest that an integrated digital marketing strategy combining visually engaging content, credible influencers, and structured affiliate collaboration plays a crucial role in shaping consumer purchase intention. This study contributes to the digital marketing literature by providing empirical evidence on the effectiveness of social media-based promotional strategies for local fashion brands and offers practical insights for businesses in optimizing their online marketing efforts.

ARTICLEINFO

INTRODUCTION

Over the past two decades, rapid advancements in information and communication technology have significantly transformed business practices, particularly in marketing strategies. The widespread adoption of the internet and smartphones has shifted consumer behavior from offline transactions toward digitally mediated consumption. Social media platforms, which were initially designed for interpersonal interaction, have evolved into strategic marketing channels that enable firms to build brand awareness, strengthen customer relationships, and influence purchase decisions (Lubis, 2024).

From a communication perspective, the internet represents a highly complex and interactive medium that facilitates multidirectional information exchange without spatial and temporal limitations (Rustandi, 2019). Digital convergence allows the integration of text, audio, images, and video into immersive communication experiences, making marketing messages more expressive and engaging (Sakti, 2023). Furthermore, the modifiable and easily reproducible nature of digital content accelerates the diffusion of information, enabling promotional messages to reach large audiences within seconds (Arjun et al., 2025).

Within this digital ecosystem, creative visual content has emerged as a crucial determinant of marketing effectiveness. High-quality and distinctive visual elements such as color composition, music, storytelling, and cinematography can enhance emotional engagement and strengthen consumer trust, ultimately influencing purchase intention (Herdandi, 2024; Faradiba & Annas, 2024). Creative visual communication is no longer limited to delivering product information but also functions as entertainment and experiential storytelling that stimulates both cognitive and emotional responses (Anjaly & Ramdani, 2025).

In addition to visual creativity, affiliate marketing and influencer marketing have become integral components of contemporary digital marketing strategies. Affiliate marketing operates as a performance-based partnership system in which

individuals (affiliates) promote products and receive commissions based on successful transactions (Oktaviani, 2025; Husna, 2023). Previous studies suggest that affiliate marketing can enhance consumer trust due to its perceived authenticity and personalized recommendation style (Zaskia et al., 2025). However, empirical findings remain inconsistent across different platforms and audience characteristics (Hanutama & Saputro, 2026).

Similarly, influencer marketing has gained prominence due to influencers' ability to shape audience perceptions and purchasing behavior. Influencers act as intermediaries between brands and consumers, delivering persuasive messages in a more relatable and credible manner (Handika & Darma, 2018; Agustin & Amron, 2022). While prior research indicates that influencer marketing positively affects purchase intention, its effectiveness depends on credibility, relevance, and audience engagement (Laaroiba et al., 2025).

The growing success of local clothing brands in Indonesia demonstrates the strategic importance of integrating creative visual content, affiliate collaboration, and influencer endorsement. One notable example is Rucas Indonesia, a Jakarta-based streetwear brand established in 2019. Rucas has actively implemented digital marketing strategies through visually engaging social media campaigns, collaborations with affiliates and influencers, and strategic brand partnerships. The brand has achieved significant recognition, including records from the Indonesian World Records Museum (MURI) for high-volume online sales within a short period. Such achievements indicate the effectiveness of integrated digital marketing strategies in stimulating consumer purchase intention.

Despite the increasing adoption of these strategies, variations in consumer engagement and purchasing responses suggest that the impact of creative visual content, affiliate marketing, and influencer marketing is not uniformly consistent. Some promotional content generates high interaction rates, while others receive limited attention despite similar distribution channels and timing. This phenomenon highlights the need for empirical investigation to understand how these

three factors simultaneously influence purchase intention, particularly within the context of local fashion brands.

Therefore, this study aims to examine the influence of creative visual content, affiliate collaboration, and influencer marketing on consumer purchase intention toward Rucas Indonesia. This research employs a quantitative approach using survey data collected from social media users who have been exposed to Rucas promotional content. Statistical analysis is conducted to evaluate the significance of each independent variable on purchase intention.

This study contributes to the digital marketing literature by providing empirical evidence on the combined effects of visual creativity, affiliate partnerships, and influencer endorsement in shaping purchase intention within the Indonesian fashion industry. Furthermore, the findings are expected to offer practical insights for local brands in optimizing digital marketing strategies to enhance competitiveness in the rapidly evolving online marketplace.

LITERATURE REVIEW

Digital Marketing Communication

Marketing communication refers to the process by which firms convey information, persuasive messages, and value propositions to consumers in order to influence attitudes and purchasing behavior (Kotler & Keller, 2021). In the digital era, marketing communication has shifted from one-way transmission to interactive communication facilitated by internet-based platforms. Social media enables firms to engage consumers through visual, personalized, and real-time communication, thereby strengthening brand relationships and influencing purchase decisions (Tuten & Solomon, 2017).

Digital marketing communication emphasizes message consistency, media integration, and audience relevance. The Integrated Marketing Communication (IMC) approach highlights the importance of coordinating multiple communication channels to deliver a coherent brand message and enhance consumer memory (Kotler & Keller, 2016). In online environments, visual communication plays a central role, as visual stimuli are processed faster and generate stronger emotional responses than verbal messages (Solomon, 2018).

Furthermore, communication effectiveness is influenced by the credibility of the message source. Source credibility theory suggests that trustworthiness, expertise, and attractiveness of the communicator affect message acceptance and persuasion (Hovland et al., 1953). In digital marketing, third-party communicators such as affiliates and influencers function as credible intermediaries who shape consumer perceptions and behavioral intentions.

However, existing studies on digital marketing communication tend to examine individual communication elements such as visual content, influencer endorsement, or affiliate promotion separately, without sufficiently integrating these components into a unified analytical framework. As a result, the interactive and synergistic nature of digital marketing communication in social media environments remains underexplored. Moreover, prior research is largely concentrated on global brands or specific platform-based campaigns, leaving limited empirical evidence on how integrated digital marketing communication strategies operate within local brand contexts, particularly in emerging markets. This gap indicates the need for further empirical investigation that examines the combined effects of visual communication, third-party credibility, and collaborative promotional mechanisms in shaping consumer purchase intention.

Creative Visual Content

Content is the core element of digital communication and includes textual, visual, audio, and audiovisual formats disseminated through digital media (Nugraha et al., 2025). Among these formats, visual content has become particularly effective due to its ability to convey complex information quickly and attract audience attention. Visual elements such as color, imagery, typography, motion, and storytelling enhance message clarity and emotional appeal (Basiroen et al., 2025).

Creative visual content refers to the strategic integration of aesthetic and narrative elements to

deliver marketing messages in an original and engaging manner. Creativity enables brands to differentiate themselves in highly competitive digital environments, particularly on short-video platforms where attention spans are limited (Anjaly & Ramdani, 2025). Studies show that visually creative content improves consumer understanding, builds emotional attachment, and increases perceived brand value (Herdandi, 2024; Faradiba & Annas, 2024).

From a consumer behavior perspective, creative visual content stimulates both cognitive processing and affective responses. Content that is visually appealing, easy to understand, and relevant to consumers' lifestyles increases engagement and positively influences purchase intention.

Despite the growing body of literature highlighting the effectiveness of creative visual content, existing studies predominantly focus on its direct impact on engagement metrics or purchase intention in isolation. Limited attention has been given to examining creative visual content as part of an integrated digital marketing communication strategy that involves third-party endorsers such as affiliates and influencers. Furthermore, prior research largely emphasizes large-scale brands or platform-specific campaigns, leaving a research gap regarding how creative visual content functions within local brand contexts and interacts with other promotional mechanisms. This gap underscores the need for empirical studies that investigate the role of creative visual content in conjunction with affiliate marketing collaboration and influencer marketing in shaping consumer purchase intention.

Dimensions of Creative Visual Content
Creative visual content effectiveness can be explained through several dimensions. Reader cognition reflects the extent to which content is easy to comprehend and cognitively engaging. Content that is well-structured and visually clear enhances message processing and consumer response (Sabina et al., 2025).

Sharing motivation represents the emotional and social drivers that encourage consumers to share content within their networks. Content that evokes entertainment, inspiration, or emotional resonance is more likely to be shared organically, thereby increasing exposure and credibility (Sabina et al., 2025).

Persuasion refers to the ability of visual content to influence beliefs and attitudes through emotional and rational appeals. Persuasive visuals such as testimonials, before-and-after comparisons, and data visualization strengthen consumer confidence and interest.

Decision making emphasizes the role of visual content in facilitating purchasing decisions. Clear calls-to-action, promotional cues, and visualized benefits reduce uncertainty and accelerate decision processes. Finally, life factors highlight content relevance to consumers' lifestyles and self-identity, fostering emotional connection and increasing purchase intention.

Although these dimensions have been widely adopted to explain the effectiveness of creative visual content, prior studies often treat them as independent evaluative components rather than examining how they operate collectively within broader digital marketing strategies. Moreover, limited empirical research has explored how these dimensions interact with external persuasive agents, such as affiliates and influencers, in influencing consumer decision-making. This indicates a research gap concerning the role of creative visual content dimensions within integrated promotional ecosystems, particularly in social media–driven local brand contexts.

Affiliate Marketing Collaboration
Affiliate marketing is a performance-based digital marketing strategy in which firms collaborate with third parties who promote products in exchange for commission-based rewards (Oktaviani, 2025). This form of collaboration relies on personalized recommendations and experiential communication rather than traditional advertising messages (Husna, 2023).

Affiliate collaboration is effective because consumers tend to trust recommendations from individuals they perceive as relatable and credible. Affiliates act as intermediaries who humanize promotional messages through personal experience, creative content, and social interaction

(Zaskia et al., 2025). However, prior studies suggest that the impact of affiliate marketing varies depending on platform characteristics and audience trust levels (Hanutama & Saputro, 2026).

When affiliate messages are delivered clearly and within supportive digital environments, they contribute positively to consumer evaluations and purchase intention.

Despite its growing relevance in digital commerce, affiliate marketing research remains fragmented and context-dependent. Most studies focus on specific platforms or transactional outcomes without sufficiently examining affiliate collaboration as part of an integrated digital marketing communication strategy alongside creative visual content and influencer endorsement. Additionally, empirical evidence on affiliate marketing effectiveness in local brand settings is still limited, highlighting the need for studies that assess its combined and comparative role in shaping consumer purchase intention.

Influencer Marketing

Influencer marketing involves the use of individuals with substantial social media influence to promote products and shape consumer attitudes. Influencers function as opinion leaders who translate brand messages into relatable and authentic narratives (Handika & Darma, 2018). Their effectiveness lies in their ability to build trust, emotional connection, and social identification with followers (Agustin & Amron, 2022).

Influencer credibility is commonly explained through three dimensions: attractiveness, trustworthiness, and expertise (Dausat, 2023). Influencers perceived as honest and knowledgeable reduce perceived purchase risk and enhance consumer confidence. Empirical studies indicate that influencer endorsements positively affect purchase intention, particularly when content relevance and audience engagement are high (Laaroiba et al., 2025).

In digital purchasing contexts, influencers provide informational cues and social proof that guide consumer decision-making processes. However, existing influencer marketing literature largely emphasizes influencer credibility and engagement outcomes without fully integrating the role of supporting marketing elements such as visual content quality and affiliate-based promotion. Furthermore, many studies concentrate on macro- or celebrity influencers and well-established brands, leaving a gap in understanding how influencer marketing functions within local brand ecosystems and interacts with other promotional mechanisms in influencing purchase intention.

Purchase Intention

Purchase intention represents a consumer's psychological readiness to buy a product after evaluating available information and perceived value. It reflects a combination of cognitive evaluation, emotional response, and social influence (Ifan et al., 2023). Purchase intention is widely used as a predictor of actual buying behavior and an indicator of marketing effectiveness.

In social media environments, purchase intention is shaped by exposure to creative visual content, affiliate recommendations, and influencer endorsements. When consumers perceive marketing communication as engaging, credible, and relevant, their likelihood of purchasing increases.

Nevertheless, prior research on purchase intention in digital contexts often examines the influence of marketing stimuli in isolation, resulting in limited understanding of how multiple promotional strategies jointly shape consumer behavioral intentions. There remains a lack of integrative empirical models that simultaneously assess the combined effects of creative visual content, affiliate marketing collaboration, and influencer marketing, particularly within emerging market and local brand settings. This gap reinforces the importance of adopting a comprehensive analytical approach to better explain consumer purchase intention in contemporary digital marketing environments.

Hypothesis Development

Based on the reviewed literature, creative visual content enhances cognitive processing and emotional engagement, leading to stronger purchase intention.
H1: Creative visual content has a positive and

significant effect on consumer purchase intention.

Affiliate marketing strengthens trust through personalized and authentic recommendations, which positively influence consumer decision-making.
H2: Affiliate marketing collaboration has a positive and significant effect on consumer purchase intention.

Influencer credibility, reflected through attractiveness, trustworthiness, and expertise, reduces perceived risk and increases persuasive impact.
H3: Influencer marketing has a positive and significant effect on consumer purchase intention.

RESEARCH METHOD

This study adopts a quantitative research approach to examine the influence of creative visual content, affiliate marketing collaboration, and influencer

marketing on consumer purchase intention. A quantitative method is considered appropriate because the objective of this research is to test hypothesized relationships between variables and to measure the magnitude of their effects using statistical analysis.

Research Questions and Research Framework
The main research question of this study is whether creative visual content, affiliate marketing collaboration, and influencer marketing significantly influence consumer purchase intention toward the Rucas.co brand. Specifically, this research seeks to answer the following questions:

(1) Does creative visual content influence consumer purchase intention?
(2) Does affiliate marketing collaboration influence consumer purchase intention?
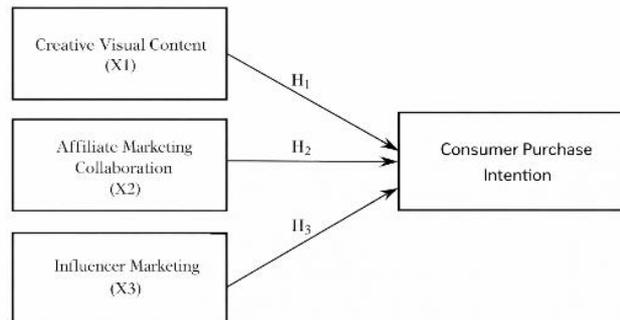(3) Does influencer marketing influence consumer purchase intention?

Figure 1. Research Framework

To address these questions, this study employs a conceptual research framework in which creative visual content (X1), affiliate marketing collaboration (X2), and influencer marketing (X3) are treated as independent variables, while consumer purchase intention (Y) is the dependent variable. The framework is grounded in digital marketing communication theory and source credibility theory, which explain how visual appeal, recommendation credibility, and social influence shape consumer decision-making. This framework enables systematic examination of both individual and simultaneous effects of the independent variables on purchase intention.

Research Design and Data Collection
This study uses a survey research design to collect

primary data from respondents. Data were gathered through a structured questionnaire distributed online to social media users who have seen, followed, or purchased products from the Rucas.co brand. The survey method is suitable for capturing consumer perceptions, attitudes, and behavioral intentions in a digital marketing context.

The questionnaire items were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). This scale allows respondents to express the intensity of their agreement with each statement and facilitates quantitative analysis of attitudes toward the research variables.

Population and Sampling Technique

The population of this study consists of social media users who are exposed to Rucas.co promotional content. Due to the absence of an exact population frame, this study applies a purposive sampling technique, selecting respondents based on specific criteria:
(1) respondents must be active social media users, and
(2) respondents must have seen, followed, or purchased products from Rucas.co.

Purposive sampling is appropriate because the research focuses on individuals who are directly relevant to the research problem and have sufficient exposure to the studied marketing strategies.

Variable Measurement

The research variables were operationalized based on established theoretical dimensions and prior empirical studies. Creative visual content was measured through indicators related to message clarity, attractiveness, emotional appeal, and relevance. Affiliate marketing collaboration was measured using indicators reflecting message credibility, clarity, and promotional environment. Influencer marketing was measured through attractiveness, trustworthiness, and expertise dimensions. Consumer purchase intention was measured through indicators capturing transactional intention, preference, recommendation intention, and exploratory interest. The use of established indicators ensures content validity and strengthens the theoretical foundation of the measurement model.

Data Analysis Method

Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS software. Multiple regression was selected because this study examines the effects of more than one independent variable on a single dependent variable. This method allows the researcher to evaluate both partial and simultaneous influences of creative visual content, affiliate marketing collaboration, and influencer marketing on consumer purchase intention.

Prior to hypothesis testing, instrument validity and reliability tests, as well as classical assumption tests including normality, multicollinearity, and heteroscedasticity tests were performed to ensure the robustness and suitability of the data for regression analysis.

Methodological Relevance

The chosen research method is relevant to both theory and practice. From a theoretical perspective, the quantitative approach enables empirical testing of digital marketing and communication theories in the context of local fashion brands. From a practical perspective, the method provides measurable evidence regarding which marketing strategies most strongly influence consumer purchase intention, offering valuable insights for practitioners in designing effective digital marketing campaign.

RESULTS AND DISCUSSION

This study involved 100 respondents who met the predetermined criteria. All respondents were active social media users (TikTok and/or Instagram) who had previously been exposed to creative visual content, affiliate marketing content, or influencer posts promoting products from Rucas Indonesia. The demographic characteristics of the respondents were analyzed to provide an overview of the sample used in this study.

Table 1. Respondent Characteristics

Gender	Frequency	Percentage
Male	61	61%
Female	39	39%
Total	100	100

Based on gender distribution, the respondents consisted of 61 males (61%) and 39 females (39%). This indicates that the majority of respondents in this study were male, suggesting that male consumers constitute a dominant segment of the audience exposed to Rucas Indonesia's digital marketing content.

In terms of age, the respondents were predominantly within the 21–30 years age group, accounting for 48 respondents (48%). This was followed by respondents aged 17–20 years with 24 respondents (24%), and those aged 30–35 years with 22 respondents (22%). Meanwhile, respondents aged above 35 years accounted for 4%, and those below 17 years represented 2% of the sample.

Regarding educational level, most respondents held undergraduate and postgraduate degrees (S1, S2, and S3), totaling 44 respondents (44%). Respondents with a senior high school (SMA/equivalent) background accounted for 37%, followed by diploma holders at 18%, while only 1 respondent (1%) had a junior high school (SMP) background.

This distribution suggests that the respondents generally possess a relatively high level of education, which may influence their ability to evaluate marketing messages and make informed purchasing decisions. Based on occupation, the largest group of respondents were students, totaling 37 respondents (37%). This was followed by entrepreneurs (25%), government employees/ASN (22%), and private sector employees (16%).

The dominance of students and young professionals reflects a segment that is actively engaged with digital platforms and frequently exposed to online promotional content. In terms of domicile, the majority of respondents were located in Jakarta, with 30 respondents (30%). This was followed by Tangerang (18%), Bekasi (17%), Depok (16%), and Bogor (14%). Other regions such as Jepara, Padang, Riau, Surabaya, and Yogyakarta each contributed 1 respondent (1%). This distribution indicates that most respondents are concentrated in urban areas, particularly within the Greater Jakarta region, where exposure to digital marketing and online shopping activities is relatively high.

Measurement Model Evaluation

Prior to hypothesis testing, validity and reliability were assessed. All measurement items demonstrated satisfactory validity, with factor loadings exceeding the recommended threshold of 0.50. Reliability analysis showed Cronbach's Alpha values above 0.70 for all constructs, indicating internal consistency reliability.

These results confirm that the measurement model is adequate for further analysis.

Table 2. Validity Results

Variable	Indicator	r-count	r-table	Conclusion
Creative Visual Content (X1)	X1P1	0.694	0.196	Valid
	X1P2	0.615	0.196	Valid
	X1P3	0.638	0.196	Valid
	X1P4	0.640	0.196	Valid
	X1P5	0.567	0.196	Valid
	X1P6	0.753	0.196	Valid
	X1P7	0.597	0.196	Valid
	X1P8	0.590	0.196	Valid
	X1P9	0.666	0.196	Valid
	X1P10	0.635	0.196	Valid
	X1P11	0.693	0.196	Valid
	X1P12	0.579	0.196	Valid
	X1P13	0.714	0.196	Valid
	X1P14	0.703	0.196	Valid
	X1P15	0.624	0.196	Valid
Affiliate Marketing Collaboration (X2)	X2P1	0.649	0.196	Valid
	X2P2	0.617	0.196	Valid
	X2P3	0.631	0.196	Valid
	X2P4	0.655	0.196	Valid
	X2P5	0.552	0.196	Valid
	X2P6	0.632	0.196	Valid
	X2P7	0.612	0.196	Valid
	X2P8	0.636	0.196	Valid
	X2P9	0.680	0.196	Valid
Influencer Marketing (X3)	X3P1	0.709	0.196	Valid
	X3P2	0.733	0.196	Valid
	X3P3	0.586	0.196	Valid
	X3P4	0.495	0.196	Valid
	X3P5	0.677	0.196	Valid
	X3P6	0.649	0.196	Valid
	X3P7	0.566	0.196	Valid
	X3P8	0.711	0.196	Valid
	X3P9	0.659	0.196	Valid
Consumer Purchase Intention (Y)	Y1P1	0.671	0.196	Valid
	Y1P2	0.530	0.196	Valid
	Y1P3	0.622	0.196	Valid
	Y1P4	0.692	0.196	Valid
	Y1P5	0.570	0.196	Valid
	Y1P6	0.600	0.196	Valid
	Y1P7	0.624	0.196	Valid
	Y1P8	0.641	0.196	Valid
	Y1P9	0.653	0.196	Valid

Table 3. Reliability Results

Variable	Cronbach's Alpha	Conclusion
Creative Visual Content (X1)	0.901	Reliable
Affiliate Marketing Collaboration (X2)	0.809	Reliable
Influencer Marketing (X3)	0.821	Reliable
Consumer Purchase Intention (Y)	0.802	Reliable

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of Creative Visual Content (X1), Affiliate Marketing Collaboration (X2), and Influencer Marketing (X3) on Purchase Intention (Y).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.579	1.264		.458	.648
	Konten Visual	.222	.044	.378	5.076	<,001
	Kolaborasi	.192	.071	.196	2.687	.009
	Influencer	.422	.076	.414	5.582	<,001

Figure 2. Results of Multiple Linear Regression Analysis

The regression equation is as follows:

$$\text{Purchase Intention} = 0.579 + 0.222X_1 + 0.192X_2 + 0.422X_3$$

All independent variables exhibit positive coefficients, indicating that improvements in digital marketing strategies lead to higher consumer purchase intention. Influencer marketing demonstrates the highest standardized coefficient ($\beta = 0.422$), followed by creative visual content ($\beta = 0.222$) and affiliate marketing collaboration ($\beta = 0.192$). This suggests that influencer credibility and persuasive power play a dominant role in shaping purchase intention.

Coefficient of Determination

The coefficient of determination (Adjusted R^2) is 0.781.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841^a	.785	.781	1.99460

a. Predictors: (Constant), Influencer, Kolaborasi, Konten Visual

Figure 3. coefficient of determination

This indicates that 78.1% of the variance in purchase intention is explained by the three independent variables, while 21.9% is influenced by other factors not included in the model. The high explanatory power suggests that the proposed framework effectively captures key determinants of purchase intention in a digital marketing context.

Hypothesis Testing

Hypothesis testing was conducted using t-statistics.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.579	1.264		.458	.648
	Konten Visual	.222	.044	.378	5.076	<,001
	Kolaborasi	.192	.071	.196	2.687	.009
	Influencer	.422	.076	.414	5.582	<,001

Figure 4. Results of Hypothesis Testing (t-test)

- H1: Creative Visual Content → Purchase Intention
  t = 5.076; p < 0.001 → Supported
- H2: Affiliate Marketing Collaboration → Purchase Intention
  p < 0.05 → Supported
- H3: Influencer Marketing → Purchase Intention
  β = 0.422; p < 0.001 → Supported

All proposed hypotheses are statistically supported. This study uses a survey research design to collect primary data from respondents. Data were gathered through a structured questionnaire distributed online to social media users who have seen, followed, or purchased products from the Rucas.co brand. The survey method is suitable for capturing consumer perceptions, attitudes, and behavioral intentions in a digital marketing context.

The findings demonstrate that creative visual content significantly influences purchase intention. This result aligns with marketing communication theory, which emphasizes the importance of visual stimuli in enhancing consumer engagement and message processing. Visually compelling content enhances perceived product attractiveness and stimulates emotional responses, thereby increasing purchase intention.

Affiliate marketing collaboration also shows a significant positive effect. This finding supports relationship marketing perspectives, suggesting that peer-based or commission-driven recommendations increase perceived trustworthiness and reduce advertising skepticism. Affiliate marketing functions as a hybrid model between advertising and word-of-mouth, strengthening consumer confidence.

Most notably, influencer marketing emerges as the strongest predictor of purchase intention. This result is consistent with source credibility theory, which argues that trustworthiness, expertise, and attractiveness enhance persuasive effectiveness. Influencers act as opinion leaders who reduce perceived risk and provide social validation. In highly competitive digital environments, influencer endorsement appears to be more persuasive than brand-generated content alone.

The high Adjusted R^2 value (78.1%) indicates that integrated digital marketing strategies combining visual creativity, affiliate collaboration, and influencer endorsement significantly shape consumer behavioral intention. This finding contributes to digital marketing literature by empirically demonstrating the synergistic effect of multiple promotional mechanisms in a social media context.

From a managerial perspective, the results suggest that brands should prioritize influencer partnerships while maintaining high-quality visual content and structured affiliate programs. More specifically, brand managers are encouraged to collaborate with influencers who demonstrate high audience engagement, strong niche relevance, and perceived authenticity rather than solely relying on follower count. Influencer-generated content should be aligned with brand visual identity and delivered in short-form, visually engaging formats such as reels or short videos with clear calls-to-action.

In addition, affiliate marketing programs should be designed with transparent commission structures, performance monitoring systems, and content guidelines to ensure message consistency and credibility. Integrating affiliate promotions with

creative visual storytelling can further enhance trust and encourage purchase decisions.

By implementing these concrete strategies, brand managers can optimize the synergistic effects of creative visual content, affiliate collaboration, and influencer marketing to more effectively drive consumer purchase intention.

CONCLUSIONS

This study examines the influence of creative visual content, affiliate marketing collaboration, and influencer marketing on consumer purchase intention toward the Rucas.co brand. Based on the empirical findings and statistical analysis, several conclusions can be drawn.

First, the results confirm that creative visual content, affiliate marketing collaboration, and influencer marketing each have a positive and significant effect on consumer purchase intention, both individually and simultaneously. The regression analysis demonstrates that influencer marketing exerts the strongest influence, followed by creative visual content and affiliate collaboration. The high explanatory power of the model (Adjusted R^2 = 0.781) indicates that these three variables collectively explain a substantial proportion of consumer purchase intention in the digital marketing context. This finding supports the general principle that integrated digital marketing strategies combining visual appeal, credibility, and social influence are highly effective in shaping consumer behavior.

Second, despite the strong explanatory power of the model, several limitations and potential exceptions should be acknowledged. This study focuses on a single local fashion brand and relies on cross-sectional survey data, which may limit the generalizability of the findings to other industries or brand categories. In addition, the relatively limited sample size and the geographic concentration of respondents, predominantly located in the Greater Jakarta area, may restrict the broader applicability of the results. Consumer responses to digital marketing strategies may vary across regions, cultural contexts, and market conditions.

In addition, consumer purchase intention may also be influenced by other factors not examined in this study, such as price perception, brand loyalty, product quality, or peer influence. Future research is therefore encouraged to employ larger and more geographically diverse samples, as well as to conduct comparative studies across different regions, industries, or brand types to enhance the generalizability of the findings. Future research should consider incorporating these variables and employing longitudinal or experimental designs to capture dynamic changes in consumer behavior.

Third, this study provides theoretical implications for digital marketing and marketing communication literature. The findings empirically support source credibility theory by demonstrating that influencer credibility plays a dominant role in influencing purchase intention. Furthermore, the study extends existing literature by highlighting the synergistic effect of creative visual content, affiliate collaboration, and influencer marketing within a single integrated framework, particularly in the context of local brands operating in social media environments.

From a practical perspective, the results suggest that companies should prioritize influencer marketing strategies by selecting influencers with high credibility, relevance, and audience engagement. However, influencer endorsement alone is not sufficient; it should be complemented by consistent and creative visual content as well as well-structured affiliate programs to maximize effectiveness. For local fashion brands, integrating these strategies can enhance consumer trust, strengthen brand image, and increase purchase intention more effectively than relying on a single promotional approach.

In conclusion, this study demonstrates that an integrated digital marketing strategy combining creative visual content, affiliate collaboration, and influencer marketing is an effective approach to increasing consumer purchase intention. The findings offer valuable insights for both academics and practitioners, while also providing a foundation for future research to further

explore digital marketing effectiveness in diverse contexts.

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