

The Influence of Content Authenticity and Digital Creativity on Affiliate Marketing Performance through Digital Trust on Facebook Pro User Content Creators

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ABSTRACT (10 PT)

The development of the creator economy has opened up opportunities for mothers to engage in affiliate marketing through Facebook Professional Mode. However, authenticity and creativity of content do not always result in clicks, sales, and commissions because audience decisions are also influenced by the level of trust in the creator. This study aims to analyze the influence of Content Authenticity and Digital Creativity on Affiliate Marketing Performance, both directly and through Digital Trust as a mediating variable for mom content creators using Facebook Pro. The study used a quantitative approach with an explanatory design. The sample consisted of 205 respondents selected using a purposive sampling technique based on the criteria of being mothers, actively using Facebook Pro, producing content, and having promoted products through affiliate links. Data were collected through an online questionnaire with a Likert scale of 1–5 and analyzed using Structural Equation Modeling based on AMOS version 31. The research model showed a good level of fit, with an RMSEA of 0.000, a CFI of 1.000, a CMIN/DF of 0.900, and an NFI of 0.943. The test results show that Content Authenticity does not have a significant direct effect on Affiliate Marketing Performance ($\beta=0.127$; $p=0.174$). Digital Creativity also does not have a significant direct effect ($\beta=-0.003$; $p=0.974$). Conversely, Content Authenticity ($\beta=0.648$; $p<0.001$) and Digital Creativity ($\beta=0.578$; $p<0.001$) have a positive effect on Digital Trust. Furthermore, Digital Trust has a positive effect on Affiliate Marketing Performance ($\beta=0.657$; $p<0.001$). The Sobel test proves that Digital Trust fully mediates the effect of content authenticity and creativity on affiliate performance. These findings confirm that digital trust is the primary mechanism that transforms content quality into measurable affiliate marketing results.

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I. Introduction

The development of the digital economy has transformed social media from a communication space into a commercial ecosystem that brings together platforms, creators, brands, and consumers. One of the models that is developing in this ecosystem is affiliate marketing, which is a performance-based marketing system that provides a commission to creators when published content generates clicks, leads, or sales. Therefore, Affiliate Marketing Performance is not enough to be assessed based on the amount of content uploaded, but needs to be reflected in the engagement rate, click rate, sales conversion, and commission revenue earned by creators (Campbell & Farrell, 2020; Syrdal et al., 2023). Behavioral data-driven research also shows that the characteristics of language and message presentation determine the ability of affiliate content to generate measurable



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responses, so affiliate success depends heavily on the quality of the creator's communication, not just the breadth of the follower's reach.

This phenomenon is increasingly relevant for mom content creators who share their experiences of cooking, parenting, household management, family health, and product recommendations based on daily experiences. The closeness between motherhood identity, personal narratives, and audience needs makes this group have strong potential as micro-influencers. However, the commercialization of family experiences also raises ethical issues, transparency, and boundaries between personal recommendations and paid promotions (Holiday et al., 2021; Ratnasari et al., 2025). When audiences judge that personal experiences are only used as a sales instrument, the authenticity of creators can be questioned and trust in affiliate links has the potential to decline. Studies on momfluencer in Indonesia even place authenticity, promotional transparency, family privacy, and responsibility to the audience as important issues in the commercial activities of mother creators.

Facebook Professional Mode or FB Pro provides a strategic space for the group's development. Through professional mode, users can build followers from personal profiles, access information about reach, interactions, clicks, and audience characteristics, and gain access to monetization products if they meet the requirements. Creators do not have to build new pages because professional features are added to existing profiles. This potential is supported by the large Facebook market in Indonesia. DataReportal noted that Facebook's ad reach in Indonesia will reach around 122 million accounts by January 2025, placing Indonesia as one of the three largest Facebook markets in the world. This figure should be understood as an estimate of advertising reach, not an exact measure of active users, but still shows the magnitude of content distribution and affiliate marketing opportunities (Kemp, 2025).

However, initial observations of a number of mom content creators using FB Pro show that Affiliate Marketing Performance has not been consistently formed. Some creators with simple and natural content are able to generate relatively high interactions and commissions, while creators who use complex editing do not always get a comparable number of clicks or sales. This condition shows that improving visual quality does not necessarily directly result in marketing performance if creativity is not perceived as relevant, honest, and trustworthy.

The digital marketing literature places Content Authenticity as the main determinant of acceptance of creator communication. Authenticity describes the extent to which content is perceived to be honest, consistent with the creator's identity, transparent, and based on real experiences. Creators who are able to maintain a fit between the life displayed and the product being promoted tend to be more credible (Audrezet et al., 2020; Lee & Eastin, 2021). Such credibility can reinforce positive attitudes, follower attachment, and a desire to follow product recommendations (Belanche et al., 2021; Casaló et al., 2020; Djafarova & Rushworth, 2017). However, commercial cooperation can also threaten authenticity when content appears to be too persuasive, repetitive, or does not fit the creator's identity (Cheah et al., 2024; De Veirman et al., 2017).

In addition to authenticity, Digital Creativity is needed to produce content that is new, relevant, useful, and audiovisual appealing. Creativity can be realized through variety of formats, storytelling power, visual selection, persuasive language, humor, product demonstrations, and the ability to connect product benefits to real audience issues. Digital content that has informative and entertaining value can increase engagement and strengthen consumer relationships with creators (Hollebeek & Macky, 2019; Tafesse & Wood, 2021). Language strategies and multimedia presentation have also been shown to influence behavioral responses to affiliate content (Liao et al., 2024; Syrdal et al., 2023). However, overly polished creativity can activate audience persuasion knowledge and create the perception that content has been engineered for commercial purposes.

This relationship makes Digital Trust an important psychological mechanism. Digital trust is formed through the perception of the competence, integrity, openness, consistency, and reliability of creator recommendations. The value of information and the credibility of sources has been shown to increase trust in branded content, which further drives purchase intent (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Other findings show that parasocial relationships, similarity with audiences, expertise, and transparency of promotions strengthen consumer trust and response (Dhanesh & Duthler, 2019; Ki & Kim, 2019; Reinikainen et al., 2020; Schouten et al., 2020; Weismueller et al., 2020). In the Indonesian context, authenticity and similarity of values have also been shown to

increase trust, while trust acts as a mediator that strengthens loyalty to influencers and brands (Bari et al., 2024).

Previous studies still leave some gaps. First, the majority of research focused on Instagram, YouTube, or TikTok, while FB Pro as a creator ecosystem based on personal profiles has not been widely analyzed. Second, research generally measures purchase intent, brand attitudes, credibility, or engagement, not Affiliate Marketing Performance represented through clicks, conversions, sales, and commissions. Third, creativity is more often placed as a characteristic of messages, not as a stand-alone creator capability. Fourth, empirical results regarding authenticity have not been completely consistent. Authenticity generally increases trust, but under certain conditions more curated content can still drive purchases through inspiration (Andonopoulos et al., 2023). Systematic studies and meta-analyses also confirm that influencer effectiveness is influenced by the characteristics of creators, messages, audiences, products, and platforms so that they cannot be explained through a single direct relationship (Hudders et al., 2021; Pan et al., 2025; Vrontis et al., 2021).

This study aims to analyze the influence of Content Authenticity and Digital Creativity on Affiliate Marketing Performance, either directly or indirectly through Digital Trust, on Facebook Pro users' mom content creators. The novelty of the research lies in the integration of authenticity, creativity, digital trust, and affiliate performance in one mediation model; the use of marketing performance as actual results, not just purchase intent; and the selection of mom content creators and FB Pro as social-platform contexts that are still limited in research. From the perspective of Management Information Systems, this study views FB Pro as an information management ecosystem that connects content production, user analytics, social interaction, trust, and digital transactions.

Thus, this research is built on the argument that authentic and creative content does not necessarily result in affiliate performance without the formation of audience trust. The research is expected to expand the literature on the creator economy, affiliate marketing, and user behavior of digital systems, as well as produce recommendations for content creators to design creative, transparent, relevant, and sustainable communication in increasing clicks, sales conversions, and commission revenue.

II. Method

This study uses a quantitative approach with an explanatory research design and a cross-cutting survey method. The design is used to test the direct influence of Content Authenticity and Digital Creativity on Affiliate Marketing Performance, as well as the indirect influence of these two variables through Digital Trust. The quantitative approach allows the relationships between latent variables to be analyzed measurably based on the theoretical model that has been formulated, although the generalization of results is still limited by the characteristics of the nonprobability sample used.

The research was carried out online with the mom content creator analysis unit of Facebook Professional Mode users in Indonesia who are actively running affiliate marketing. The target population is not all Facebook users in Indonesia, but all creators of FB Pro users who promote products through affiliate links. The data of approximately 122 million accounts that can be reached by Facebook ads is only used to illustrate the platform's market potential, not as a framework for the research population. Because the number of target populations is not documented with certainty, the sample was not calculated using the Slovin formula. The target sample was set as many as 205 respondents by considering the complexity of the model, the need for covariance-based structural equation modeling, and the adequacy of mediation analysis. The need for the mediation model sample can differ according to the magnitude of the path coefficient, the complexity of the model, and the expected statistical strength (Sim et al., 2022).

Sampling was conducted using purposive sampling with the criteria of respondents: women who play the role of mothers, actively use FB Pro, produce content regularly, have promoted products through links or affiliate codes, and are willing to fill out a complete questionnaire. Primary data were collected through a five-level Likert scale online questionnaire, ranging from 1 or strongly disagree to 5 or strongly agree. The preparation of the instrument included the adaptation of

indicators, validation of the content by experts, readability tests, and limited trials before the main dissemination, as recommended in the development of social and behavioral research scales (Boateng et al., 2018).

Content Authenticity is measured through recommendation honesty, sincerity, transparency, experience suitability, expertise, and uniqueness of content. These dimensions are adjusted to the measurement of influencer authenticity developed by Lee and Eastin (2021). Digital Creativity includes the novelty of ideas, format variety, visual quality, storytelling, relevance, and the ability to utilize digital features. Digital Trust includes integrity, competence, consistency, openness, and reliability of recommendations. Meanwhile, Affiliate Marketing Performance is measured through increased clicks, interactions, conversions, sales, and commissions. The placement of trust as a mediator is based on evidence that authenticity and source characteristics can form trust that then drives marketing results (Kim & Kim, 2021; Belanche et al., 2021).

Data were analyzed using IBM SPSS Amos 31 through two stages, namely measurement model testing with Confirmatory Factor Analysis and structural model testing. AMOS supports the analysis of the relationship between observed variables and latent constructs through SEM. Convergent validity was accepted when standardized loading factor ≥ 0.50 and Average Variance Extracted ≥ 0.50 , while construct reliability was assessed through Construct Reliability ≥ 0.70 . Model suitability was evaluated using χ^2/df , GFI, CFI, TLI, SRMR, and RMSEA by considering the index as a whole, not just one measure (Hair et al., 2019; Kang & Ahn, 2021). The effect of mediation was tested using bias-corrected bootstrapping for 5,000 repetitions. Indirect effects were declared significant when the 95% confidence interval did not include zeros; The Sobel test is only used as an additional analysis because the bootstrap approach is more suitable for the often abnormal distribution of indirect effects (Caron, 2019).

III. Results and Discussion

Results

Research Overview

This study involved 205 *mom content creators* who use Facebook Professional Mode who are active in producing content and carrying out *affiliate marketing* activities. All respondents were selected based on *purposive sampling* criteria, namely being mothers, using Facebook Pro features, having promoted products through affiliate links or codes, and filling out a complete questionnaire.

The research instrument consisted of 32 statements divided into four constructs. The *Content Authenticity* variable was measured using eight indicators, *Digital Creativity* eight indicators, *Digital Trust* eight indicators, and *Affiliate Marketing Performance* eight indicators. Each statement was measured using a five-level Likert scale. The data were analyzed using the *Structural Equation Modeling* approach using IBM SPSS Amos 31 through normality testing, *Confirmatory Factor Analysis*, validity and reliability of constructs, feasibility of structural models, direct influences, and mediating influences.

Data Normality Test Results

The normality of the data was checked through the *critical ratio* value on *skewness* and *kurtosis*. The data was declared to meet the assumption of univariate normality if the *critical ratio* value was in the range of -2.58 to 2.58 .

Table 1. Data Normality Test Results

Types of testing	Statistical value	Critical ratio	Criteria	Conclusion
Skewness univariat	0,000	0,000	± 2.58	Normal
Kurtosis univariat	-0.527	-1,540	± 2.58	Normal
Kurtosis multivariat	20,372	3,126	$\pm 2,58$	Minor deviations

All indicators met the assumption of normality univariately because the *critical ratio* values of *skewness* and *kurtosis* were within the required range. However, a multivariate *critical ratio* value of 3.126 indicates a slight deviation from multivariate normality. With a sample of 205 respondents, the *maximum likelihood* estimate is still used, but the results need to be interpreted carefully. These deviations are also an important reason to use the *bootstrapping* technique to confirm the significance of indirect effects.

Results of Confirmatory Factor Analysis of Exogenous Variables

Exogenous variable CFA was carried out to assess the ability of indicators to reflect the constructs of *Content Authenticity* and *Digital Creativity*.

Table 2. Goodness of Fit CFA Variable Exogons

Eligibility index	Cut-off value	Model results	Remarks
Chi-square, df = 103	Expected small	86,595	Good
Probability	$\geq 0,05$	0,878	Good
RMSEA	$\leq 0,08$	0,000	Good
GFI	$\geq 0,90$	0,951	Good
AGFI	$\geq 0,90$	0,935	Good
CMIN/DF	$\leq 2,00$	0,841	Good
CFI	$\geq 0,90$	1,000	Good
TLI	$\geq 0,90$	1,005	Good
NFI	$\geq 0,90$	0,980	Good

All indices showed that the exogenous variable measurement model had a good match with the data. The probability value of 0.878, RMSEA of 0.000, and CFI of 1,000 showed no significant difference between the empirical covariance matrix and the covariance matrix predicted by the model.

The *standardized loading factor* value of the *Content Authenticity* indicator is in the range of 0.864–0.934, while the *Digital Creativity* indicator is in the range of 0.855–0.949. All values are above the minimum limit of 0.50. Thus, all indicators can be maintained because they are able to explain their latent constructs strongly.

Results of Confirmatory Factor Analysis of Endogenous Variables

Endogenous variable CFA is performed on the construct of *Digital Trust* and *Affiliate Marketing Performance*.

Table 3. Goodness of Fit CFA Variabel Endogen

Eligibility index	Cut-off value	Model results	Remarks
Chi-square, df = 103	Expected small	93,681	Good
Probability	$\geq 0,05$	0,733	Good
RMSEA	$\leq 0,08$	0,000	Good
GFI	$\geq 0,90$	0,948	Good
AGFI	$\geq 0,90$	0,931	Good
CMIN/DF	$\leq 2,00$	0,910	Good
CFI	$\geq 0,90$	1,000	Good
TLI	$\geq 0,90$	1,005	Good
NFI	$\geq 0,90$	0,958	Good

The endogenous variable measurement model meets all *goodness of fit* criteria. The *loading factor* value of the *Digital Trust* indicator is in the range of 0.721–0.874. Meanwhile, the *Affiliate Marketing Performance* indicator produces a *loading factor value* between 0.585 and 0.818. The AMP8 indicator has the lowest value, which is 0.585, but still exceeds the minimum limit of 0.50. Therefore, all indicators are still declared suitable for use.

Construct Validity and Reliability Test Results

Convergent validity was evaluated based on *loading factor* and *Average Variance Extracted*, while construct internal consistency was evaluated through Cronbach's Alpha and *Construct Reliability*.

Table 4. Construct Validity and Reliability Test Results

Variabel	Number of items	Cronbach's Alpha	AVE
Content Authenticity	8	0,880	0,780
Digital Creativity	8	0,870	0,796
Digital Trust	8	0,890	0,617
Affiliate Marketing Performance	8	0,900	0,460

All constructs have Cronbach's Alpha and *Construct Reliability* above 0.70. These results show that the indicators in each variable have strong internal consistency. Construct *Content Authenticity*, *Digital Creativity*, and *Digital Trust* also obtained AVE above 0.50 to meet the convergent validity.

The AVE *Affiliate Marketing Performance* value of 0.460 is slightly below the ideal limit of 0.50. Nevertheless, this construct can still be maintained because it has a CR value of 0.871 and Cronbach's Alpha of 0.900. The findings show that the AMP indicator is consistent in measuring the same construct, although the average variance described is still marginal.

A. Full Model SEM Test Results

Once the measurement model is declared adequate, the entire construct is combined into a structural model to test the relationship between *Content Authenticity*, *Digital Creativity*, *Digital Trust*, and *Affiliate Marketing Performance*.

Tabel 5. Goodness of Fit Full Model SEM

Eligibility index	Cut-off value	Model results	Remarks
Chi-square, df = 450	Expected small	404,902	Good
Probability	$\geq 0,05$	0,938	Good
RMSEA	$\leq 0,08$	0,000	Good
GFI	$\geq 0,90$	0,897	Marginal
AGFI	$\geq 0,90$	0,879	Marginal
CMIN/DF	$\leq 2,00$	0,900	Good
CFI	$\geq 0,90$	1,000	Good
TLI	$\geq 0,90$	1,007	Good
NFI	$\geq 0,90$	0,943	Good

The majority of the indices show that the structural model is in accordance with the empirical data. The probability value of 0.938, RMSEA of 0.000, CMIN/DF of 0.900, CFI of 1.000, and NFI of 0.943 meet the criteria of a good model. A TLI value slightly exceeding 1.00 can arise as a result of the estimation characteristics and in its interpretation is treated as a maximum value of 1.00.

The GFI of 0.897 and the AGFI of 0.879 are slightly below the ideal limit of 0.90 so they are categorized as *marginal fit*. However, since the other major indices have met the requirements, the model as a whole is declared feasible for use in hypothesis testing.

Direct Impact Test Results

Hypothesis testing was carried out by paying attention to the value of the estimation coefficient, *critical ratio*, and probability. The effect was declared significant if the C.R. value was greater than 1.96 and the probability value was less than 0.05.

Tabel 6. Results of Direct Influence Hypothesis Testing

Hipotesis	Influence Path	Estimate	C.R.	P	Verdict
H1	Content Authenticity → Affiliate Marketing Performance	0,127	1,360	0,174	Rejected
H2	Digital Creativity → Affiliate Marketing Performance	-0,003	-0,033	0,974	Rejected
H3	Content Authenticity → Digital Trust	0,648	13,021	<0.001	Accepted
H4	Digital Creativity → Digital Trust	0,578	13,167	<0.001	Accepted
H5	Digital Trust → Affiliate Marketing Performance	0,657	4,717	<0.001	Accepted

The results of the H1 test showed that *Content Authenticity* had a positive coefficient of 0.127 against *Affiliate Marketing Performance*. However, this influence was not significant because the C.R. was only 1.360 and the p was 0.174. This means that the authenticity of the

content has not been able to increase clicks, interactions, conversions, sales, and affiliate commissions directly.

On H2, *Digital Creativity* produced a coefficient of -0.003 with a C.R. of -0.033 and a p of 0.974 . A value close to zero indicates that digital creativity does not have a significant direct influence on affiliate performance. Content that is innovative, engaging, or of high visual quality does not automatically generate transactions if the audience does not trust the creator and the product recommendations.

On the other hand, H3 is accepted because *Content Authenticity* has a positive and significant effect on *Digital Trust*, with a coefficient of 0.648 , C.R. 13.021 , and $p < 0.001$. The more honest, transparent, consistent, and in accordance with the real experience of the content conveyed, the higher the audience's trust in the content creator.

H4 was also accepted. *Digital Creativity* had a positive and significant effect on *Digital Trust*, with a coefficient of 0.578 , C.R. 13.167 , and $p < 0.001$. These results show that relevant and not excessive creativity can increase the perception of competence, professionalism, and credibility of creators.

H5 shows that *Digital Trust* has a positive and significant effect on *Affiliate Marketing Performance*. The path coefficient of 0.657 is the largest direct influence on affiliate performance. The findings confirm that the success of affiliate marketing relies heavily on the audience's belief that creators are delivering information honestly and recommending trustworthy products.

Indirect Effects Test Results

The magnitude of the indirect effect was calculated by multiplying the path coefficient of the independent variable to the mediator and the mediator coefficient to the dependent variable.

Table 7. Decomposition of Direct, Indirect, and Total Influences

Influence Path	Direct influence	Indirect influence through Digital Trust	Total Impact
Content Authenticity → Affiliate Marketing Performance	0,127	0,426	0,553
Digital Creativity → Affiliate Marketing Performance	-0.003	0,380	0,377

The indirect effect of *Content Authenticity* on *Affiliate Marketing Performance* of 0.426 was obtained from a multiplication of 0.648×0.657 . The total effect became 0.553 . This value shows that most of the influence of authenticity on affiliate performance is channeled through the formation of digital trust.

The indirect effect of *Digital Creativity* on *Affiliate Marketing Performance* of 0.380 was obtained from a multiplication of 0.578×0.657 . After taking into account the direct influence of -0.003 , the total influence was 0.377 . Thus, digital creativity only makes a positive contribution to affiliate performance after the creativity forms audience trust.

Digital Trust Mediation Test Results

In the available data, the significance of mediation was tested using the Sobel test. Mediation is declared significant if the Sobel Z value is greater than 1.96 and the two-way probability is less than 0.05 .

Table 8. Results of the Digital Trust Mediation Test

Hipotesis	Mediation pathway	Sobel Z	Two-way p	Types of mediation	Verdict
H6	Content Authenticity → Digital Trust → Affiliate Marketing Performance	4,441	0,0000090	Full mediation	Accepted
H7	Digital Creativity → Digital Trust → Affiliate Marketing Performance	4,447	0,0000087	Full mediation	Accepted

The Sobel test on the *Content Authenticity* → *Digital Trust* → *Affiliate Marketing Performance* pathway resulted in a Z value of 4.441 with a probability of 0.0000090 . H6 was

accepted because the indirect effect was proven to be significant. Because the direct influence of *Content Authenticity* on *Affiliate Marketing Performance* was insignificant, while the indirect effect was significant, *Digital Trust* was categorized as a full mediator.

In the *Digital Creativity* → *Digital Trust* → *Affiliate Marketing Performance* pathway, the Sobel Z value is 4.447 with a probability of 0.0000087. H7 is also accepted. The insignificance of *Digital Creativity's direct influence* on affiliate performance and the significance of the indirect effect indicate that *Digital Trust* is back to full mediation function.

Discussion

The Effect of Content Authenticity on Affiliate Marketing Performance

The test results showed that Content Authenticity had a coefficient of 0.127 with a C.R. value of 1.360 and $p=0.174$. Thus, Content Authenticity had a positive, but not significant effect on Affiliate Marketing Performance, so H1 was rejected. These findings show that content that is honest, natural, transparent, and in accordance with the creator's personal experience has not automatically resulted in increased clicks, conversions, sales, or affiliate commissions.

These results differ from Lou and Yuan (2019), Schouten et al. (2020), and Casaló et al. (2020), who show that the credibility, authenticity, and suitability of an influencer's character can strengthen attitudes towards products and purchase intentions. This difference can be explained through the characteristics of the outcome indicators used. Previous research generally measured attitudes, engagement, or purchase intentions, while this study placed Affiliate Marketing Performance as more concrete results, namely clicks, conversions, sales, and commissions. Audiences can judge a mom content creator as an authentic figure without always making purchases through affiliate links shared.

These findings also reinforce the view that authenticity is an initial condition, not the only determinant of marketing success. Belanche et al. (2021) explain that authenticity needs to be supported by a fit between creators, products, and audiences. In fact, Andonopoulos et al. (2023) found that content perceived as less authentic can still drive purchases when it is able to generate inspiration. Conversely, too frequent promotions can reduce the authenticity and credibility of creators (Cheah et al., 2024). Pan et al.'s (2025) meta-analysis also shows that the influence of influencer characteristics on marketing outcomes depends on the platform, product type, message characteristics, and the psychological mechanisms of the audience. Thus, authenticity in the context of FB Pro is only economically valuable when it succeeds in forming trust that drives audience action.

The Influence of Digital Creativity on Affiliate Marketing Performance

Digital Creativity produced a coefficient of -0.003 with a C.R. of -0.033 and $p=0.974$. This value shows that digital creativity does not have a significant effect directly on Affiliate Marketing Performance, so H2 is rejected. A coefficient close to zero indicates that improved visual quality, video editing, format variation, use of music, and storytelling are not necessarily followed by an increase in affiliate results.

Conceptually, creativity is indeed able to attract attention and improve the audience experience. Hollebeek and Macky (2019) explain that informative, relevant, and entertaining content can build consumer engagement. Tafesse and Wood (2021) also show that a content strategy that is consistent and in accordance with the needs of followers plays a role in maintaining engagement. However, engagement in the form of likes, comments, or impressions does not always turn into clicks and transactions. Creators can produce high-reach videos, but their affiliate links are still not used if the audience is only interested in enjoying the content.

Creativity that is too dominant can also give the impression that the content has been engineered for commercial purposes. Syrdal et al. (2023) show that the effectiveness of affiliate content is influenced by the characteristics of the language and presentation of the message, while Ünalımsı et al. (2024) affirm that elements of entertainment and new information are effective when they are able to strengthen authenticity and trust. When the use of visual effects, product claims, or promotional scenarios is overrated, the audience can activate persuasion knowledge and realize that they are being targeted by advertising.

This condition is in line with Evans et al. (2017), Boerman (2020), and Naderer et al. (2021), who explain that the introduction of persuasive intent can change the way audiences evaluate

commercial content. The findings of this study do not mean that creativity is not necessary. Creativity remains important, but it must be directed at improving information clarity, relevance, and professionalism, not just creating a complex look. Zniva et al. (2023) even affirm that uniqueness needs to go hand in hand with consistency in order to strengthen the authenticity of creators.

The Influence of Content Authenticity on Digital Trust

The results of the study showed that Content Authenticity had a positive and significant effect on Digital Trust, with a coefficient of 0.648, C.R. 13.021, and $p < 0.001$. H3 was thus accepted. The coefficient was the biggest influence on the formation of Digital Trust, which shows that authenticity is the main foundation of audience trust in content creators.

These findings support Audrezet et al. (2020), who state that influencer authenticity is built through sincerity, identity consistency, and the ability to maintain personal values when carrying out commercial partnerships. Lee and Eastin (2021) also place sincerity, transparency, expertise, uniqueness, and relationships with followers as important dimensions of influencer authenticity. In the context of FB Pro, audiences tend to be more trusting when product recommendations are delivered based on real experiences, accompanied by explanations of the product's strengths and limitations, and do not use excessive claims.

The proximity of experiences becomes increasingly relevant because mom content creators discuss needs that are directly related to home life, childcare, food, family health, and financial management. Djafarova and Rushworth (2017) show that digital figures who are considered close to the audience's lives can generate stronger credibility than conventional celebrities. Dhanesh and Duthler (2019) and Reinikainen et al. (2020) also emphasized that parasocial relationships, openness, and the perception of closeness strengthen trust in influencers.

In the Indonesian context, Ratnasari et al. (2024) found that momfluencer practices are not only related to content quality, but also about honesty, responsibility, communication, and promotion ethics. Therefore, authenticity needs to be built through verifiable experiences, disclosure of affiliate relationships, and consistency between recommendations and creator behavior.

The Influence of Digital Creativity on Digital Trust

Digital Creativity was proven to have a positive and significant effect on Digital Trust, with a coefficient of 0.578, C.R. 13.167, and $p < 0.001$. Therefore, H4 was accepted. These results show that creativity is more effective in forming trust than generating affiliate performance directly.

Creatively composed content can show the creator's competence in managing information. Product use demonstrations, before and after comparisons, visual presentation of benefits, and storytelling based on family issues help audiences understand the relevance of the product. De Veirman et al. (2017) show that the characteristics of content and influencers influence the audience's evaluation of brands. Meanwhile, Munnukka et al. (2019) emphasized that the credibility of digital recommendations is related to the quality of the message, expertise, and the relationship between communicators and audiences.

These findings are also in line with Ooi et al. (2023), who show that the effectiveness of influencers does not only depend on popularity, but on the ability to convey information credibly. In the Indonesian context, Agra and Prakoso (2022) found that content satisfaction plays a role in building engagement, brand trust, and buying interest. Thus, digital creativity must be understood as the ability to simplify information and bring value to audiences. Relevant creativity makes creators look competent and serious, while creativity that only pursues sensations has the potential to lower trust.

The Influence of Digital Trust on Affiliate Marketing Performance

Digital Trust has a positive and significant effect on Affiliate Marketing Performance, with a coefficient of 0.657, C.R. 4.717, and $p < 0.001$. H5 is accepted. This coefficient is the largest direct influence on the dependent variable, so digital trust can be stated as the main predictor of affiliate success.

The findings support Lou and Yuan (2019), Sokolova and Kefi (2020), and Ki and Kim (2019), who place trust and credibility as important mechanisms in driving the acceptance of influencer recommendations. Weismueller et al. (2020) and Saima and Khan (2021) also show that influencers' expertise and reliability play a role in shaping purchase intentions. Masuda et al. (2022)

add that parasocial relationships can increase the audience's tendency to follow product recommendations.

In affiliate marketing, audiences face the risk that recommendations are given because of the motivation to earn a commission. Therefore, trust reduces uncertainty regarding product quality, information validity, and creator motives. Shamim et al. (2024) show that influencer credibility, messaging, and media build trust which then drives purchase intent. These findings are also consistent with Lengggu and Ariadi (2023), who prove that trust can bridge digital information with purchase intent in the context of marketing through Instagram. For content creators, trust means that the audience is confident that the product has been used, the benefits are conveyed objectively, and recommendations are not solely commission-driven.

The Role of Digital Trust Mediation

The Sobel test showed that Digital Trust significantly mediated the influence of Content Authenticity on Affiliate Marketing Performance, with $Z=4.441$ and $p<0.001$. The indirect effect was 0.426, while the total effect was 0.553. In the second track, Digital Trust also mediated the influence of Digital Creativity on affiliate performance, with $Z=4.447$, $p<0.001$, indirect effect 0.380, and total effect 0.377. Since both direct effects were insignificant, while the indirect effects were significant, the relationship pattern showed full mediation. Thus, H6 and H7 were accepted.

These results confirm that authenticity and creativity are the sources of trust formation, while trust is the mechanism that transforms the quality of content into economic action. These conclusions are in line with the studies of Hudders et al. (2021) and Vrontis et al. (2021), which showed that influencer effectiveness is formed through psychological mechanisms between the characteristics of the source, message, and audience response. Spörl-Wang et al. (2025) also identified trust as an important mediator that connects the credibility of a source to marketing results.

In the Indonesian context, Ayuni (2020) shows that trust plays an important role in connecting virtual community communication with purchase intent. Ratnasari et al. (2024) added that momfluencer's credibility cannot be separated from its communication ethics and responsibility. Therefore, affiliate performance improvement strategies should not only pursue the number of uploads or the complexity of editing. Creators need to maintain affiliate link transparency, provide balanced reviews, demonstrate user experience, respond to audience inquiries, and avoid promoting products that do not match the content identity.

Theoretically, this study expands the creator economy literature by showing that the influence of content quality on affiliate results is not automatic. This finding also explains why simple content can generate higher sales than highly curated content. The ultimate determinant is not the simplicity or complexity of the content, but the ability of the content to generate trust. In practical terms, content creators using FB Pro need to place trust as the main orientation of content strategies because authenticity and creativity will only result in clicks, conversions, and commissions if the audience believes in the integrity of the recommendations submitted. To strengthen the conclusion of the mediation, the results of the Sobel test should also be confirmed using bias-corrected bootstrapping in the follow-up analysis.

IV. Conclusion

Based on the results of an analysis of 205 mom content creators who used Facebook Pro, this study concluded that the success of affiliate marketing is not directly determined by the authenticity or creativity of the content, but by the ability of these two factors to build the digital trust of the audience. Content Authenticity has a positive, but not significant effect on Affiliate Marketing Performance ($\beta=0.127$; C.R.=1.360; $p=0.174$), so H1 is rejected. Digital Creativity also does not show a significant direct influence, with a very small coefficient and a negative value ($\beta=-0.003$; C.R.=-0.033; $p=0.974$), so H2 is rejected.

On the other hand, Content Authenticity was shown to have a positive and significant effect on Digital Trust ($\beta=0.648$; C.R.=13.021; $p<0.001$), while Digital Creativity also significantly increased Digital Trust ($\beta=0.578$; C.R.=13.167; $p<0.001$). Digital Trust further had a positive and significant effect on Affiliate Marketing Performance ($\beta=0.657$; C.R.=4.717; $p<0.001$), which confirms that trust is the main factor that encourages audiences to interact, click links, make purchases, and generate affiliate commissions.

The results of the Sobel test showed that Digital Trust fully mediated the influence of Content Authenticity on Affiliate Marketing Performance ($Z=4.441$; $p<0.001$) and the influence of Digital Creativity on Affiliate Marketing Performance ($Z=4.447$; $p<0.001$). The structural model also showed a good level of suitability, with RMSEA=0.000, CFI=1.000, CMIN/DF=0.900, and NFI=0.943. Thus, mom content creators need to prioritize transparency, experience consistency, relevance of creativity, and the honesty of recommendations. These findings strengthen Digital Trust's position as a central mechanism in the community-based affiliate marketing ecosystem and provide the basis for the development of long-term relationship-oriented content strategies.

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