

Increasing Product Purchase Intention Through Viral Marketing On Social Media Tiktok

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Abstract:

This study aims to determine the effect of Viral Marketing on Purchase Intention in Social Media Tiktok. The population in this study are all customers who have an interest in buying skincare skintific through Tiktok social media. The sample in this study amounted to 70 respondents. The sampling technique in this study used the convenience sampling method. Data collection was carried out through a questionnaire that was distributed online via the Google form. The analytical method used is multiple linear regression analysis. The results of the study show that viral marketing has a significant effect on purchase intention.

Keywords: *Viral Marketing, Purchase Intention, Social Media, TikTok*

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I. Introduction

Survey results from We Are Social (<https://datareportal.com/reports/digital-2023-indonesia>) show internet users in Indonesia as of January 2023 totaling 212.9 million users, an increase of 4.01% compared to internet users in 2022 of 204.7 million users. As for social media users as of January 2023, there were 167.0 million users, a decrease of 12.7% compared to social media users as of January 2022, namely 191 million users. A news review from dataindonesia.id (<https://dataindonesia.id/internet/detail/user-media-social-di-indonesia-sebanyak-167-juta-pada-2023>) explained that this condition occurred because the source used by We Are Social in January 2023 had made important revisions. This adjustment makes the latest data not comparable to figures in previous years. Furthermore, it is stated that the time spent playing social media in Indonesia reaches 3 hours 18 minutes every day. This duration is the tenth highest in the world.

The description of the data shows that Indonesian people rely more on social media such as TikTok, Instagram, Facebook, Twitter to do business and online shopping media such as Shoope, Tokopedia, TikTok Shop. The selection of social media or media platforms was chosen because it can provide convenience in shopping. Social media allows consumers to find information on products that are currently viral, and can provide an assessment of these products which can influence consumer buying interest in a product.

Viral Marketing is a strategy and process of spreading messages through electronic media about a product to the public at large and its rapid development is like a virus that can reproduce itself more and more. (Kaplan & Haenlein, 2011). According to research conducted by Haryanto et al (2021) Fitriani, et al (2022) proves that Viral Marketing has a significant effect on consumer buying interest. Nonetheless, the results of research from Arif and Arfandi (2022), show that viral marketing has no significant effect on purchase intention. This gap is the basis for conducting this research, in addition to the high use of social media in Indonesia.

Hasil survei dari We Are Social (<https://datareportal.com/reports/digital-2023-indonesia>) menunjukkan pengguna internet di Indonesia per Januari 2023 sebanyak 212,9 juta pengguna, meningkat sebesar 4,01% dibandingkan pengguna internet tahun 2022 sebanyak 204,7 juta pengguna. Sedangkan untuk pengguna social media per Januari 2023 sebanyak 167,0 juta pengguna, menurun sebanyak 12,7% dibandingkan pengguna social media per Januari 2022 yaitu sebanyak 191 juta pengguna. Ulasan berita dari dataindonesia.id (<https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>) menjelaskan bahwa kondisi tersebut terjadi karena sumber yang digunakan We Are Social pada Januari 2023 telah membuat revisi penting. Penyesuaian tersebut membuat data terbaru tak sebanding dengan angka pada tahun-tahun sebelumnya. Selanjutnya disebutkan bahwa waktu yang dihabiskan bermain media sosial di Indonesia mencapai 3 jam 18 menit setiap harinya. Durasi tersebut menjadi yang tertinggi kesepuluh di dunia.

Uraian data tersebut menunjukkan bahwa masyarakat Indonesia lebih mengandalkan social media seperti TikTok, Instagram, Facebook, Twitter untuk melakukan bisnis dan media belanja online seperti Shoope, Tokopedia,

II. Literature Review, Conceptual Framework and Hypothesis

Viral Marketing. Kotler & Armstrong (2017: 519) explain that viral marketing is a digital marketing tool that is the same as word of mouth marketing which still has a relationship with creating an e-mail or it can also be called a marketing method that is very interesting so that consumers want to spread or convey what they see to other people and are interested in making a purchase. Julia Kagan (Kagan, 2022) explains that viral marketing is an effort to spread information about a product or service by word of mouth via the internet or email. Furthermore, according to Helianthusonfri (2016), viral marketing is a type of promotion designed to spread like a virus, reach a large audience and have a big impact. Then Glennardo (2018) explained that viral marketing is a marketing strategy that utilizes advances in electronic media to achieve marketing goals. From this definition, viral marketing is a means to promote products through electronic media.

Purchase intention. According to Kotler and Keller (2016: 200), purchase intention is an online or offline action taken by consumers for a product they want to buy and based on knowledge of a brand. Then Belch (2004) defines purchase intention as a tendency to buy a brand and in general it is based on the suitability between purchase motives and the attributes or characteristics of brands that can be considered. From these two definitions, purchase intention can be interpreted as a tendency to buy a brand based on motives, product characteristics and knowledge possessed.

Purchase intention is consumer interest in an item or service by seeking information about what the product wants. Purchase intention is an important indicator to be used to predict consumer behavior because they can be used as a reference to measure the probability of a consumer purchasing a product or service, service. (Areeba Toor, 2019).

According to Tanuwijaya & Mulyandi (2021), viral marketing is the dissemination of information on a product such as a virus which is a part of product marketing techniques where this is done by companies in an interesting way so that other people can quickly spread information about the product. The results of the research by Swaftah et al (2020), and Liu and Wang (2019) show that viral marketing has a significant effect on purchase intention.

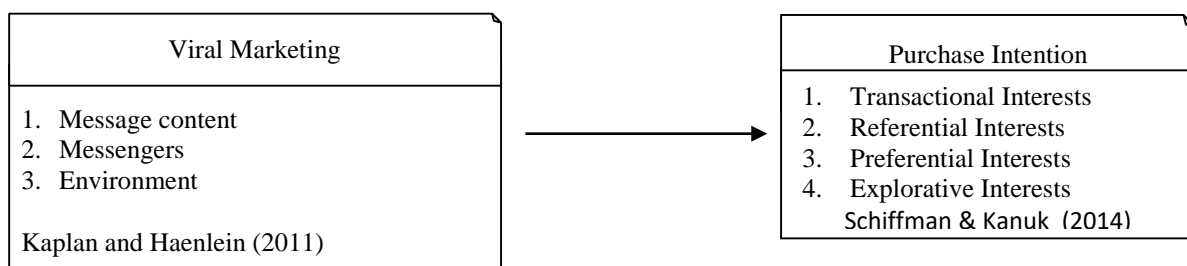


Figure1. Conceptual Model and Research Hypothesis

Based on the results of the literature study, the research results and the conceptual framework regarding the effect of viral marketing on purchase intention, the research hypothesis is formulated as follows: Viral marketing has a significant effect on purchase intention

III. Research Methods

This research design uses a positive paradigm with explanatory research. This research is intended to provide an explanation of the causal relationship between variables through hypothesis testing or the aim is to obtain conclusions about causality between variables, and then choose alternative actions (Cooper & Schindler, 2003). The unit of analysis in this study is people who know, have the ability, and are interested in buying skincare skintific. The number of samples was determined as many as 70 respondents who were determined by the number of indicators multiplied by 10, in accordance with the opinion of Hair, et al (2010) 5 to 10 x the number of indicators used. Thus, the number of samples in this study were 70 respondents. Furthermore, the determination of respondents was taken using the convenience sampling method, the questionnaire was made in the form of a Google form and distributed via social media. Data measurement for all study variables used a Likert scale with a 5-point scale from strongly disagree (score 1) to strongly agree (score 5). After testing the validity using the product moment method and reliability testing using Cronbach alpha, all indicators are declared valid and reliable because they have a correlation coefficient greater than 0.30 and a significance value smaller than the 0.05

significance level, and a Cronbach's alpha coefficient value greater than 0.60. Therefore, the questionnaire is used properly as an instrument to measure each variable. The analytical tool used in this study is multiple linear regression using SPSS software version 26.0.

IV. Data Analysis and Results

Based on respondents' answers to viral marketing and purchase intention statement items. The average viral marketing indicator is 4.13, and the average purchase intention indicator is 3.11. This means that based on the respondents' answers, the indicators of viral marketing and purchase intention are included in the agree category.

The calculated F-value is 91,774 with a significance of .000 which is smaller than the alpha of .05, thus the model in this study is fit, and the analysis is feasible to continue. The resulting correlation coefficient value is .758 or 75.8% meaning that there is a strong correlation between viral marketing and purchase intention. The R-Square value is .574, meaning that the contribution of viral marketing to purchase intention is 57.4%, while 42.6% is influenced by other variables outside the variables examined in this study.

The value of the viral marketing regression coefficient is .758, meaning that there is a direct relationship between viral marketing and purchase intention, thus the more viral a product is, the higher the purchase intention of respondents to skintific skincare products. Furthermore, the t-value of 9,580 is greater than the t-table of 1.96 and the significance value of .000 is smaller than the cut-off value set, namely alpha .05. meaning that viral marketing has a significant effect on purchase intention, thus the hypothesis is accepted.

V. Discussion

Respondents tend to agree with the viral marketing purchase intention indicator. Increasing the viral marketing of a product will also increase purchase intention. Furthermore, viral marketing has a significant effect on purchase intention. These results are the same as the results of research from; Haryanto et al., (2021); Fitriani, et al (2022); Swaftah et al (2020), and Liu and Wang (2019) which prove that Viral Marketing has a significant effect on purchase intention. However, the results of this study are different from the results of research from Arif and Arfandi (2022) which show that viral marketing has no significant effect on purchase intention.

VI. Limitations and Future Research

This research does not examine the content of an advertisement and the presence of influencers in increasing purchase intention. Therefore, further research can add ad content and influencers as variables that influence purchase intention.

VII. Conclusion

The results of the analysis show that viral marketing has a significant effect on purchase intention, meaning that the more viral marketing the purchase intention of a product will increase.

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