

The Impact of Social Media Marketing and Viral Marketing on Purchasing Decisions

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Abstract: Social media is a marketing medium that is currently very effective because most people have smartphones and use them almost all the time. Viral marketing is a marketing strategy that is also currently very effective in attracting consumer attention because viral information is always the most sought after topic so that it attracts a lot of people's attention. This study was conducted with the aim of knowing social media marketing and the influence of viral marketing on purchasing decisions (Study on TikTok user management students at Halu Oleo University). The sample used was 65 samples with minimum age criteria of 18 years and a maximum of 25 years. In this study, the sampling technique used was Purposive sampling, which is a sampling technique with certain considerations based on predetermined criteria. The data analysis used in this research is multivariate regression analysis. The results of this study indicate that the social media marketing variable (X1) has a positive and significant impact on purchasing decisions (Y), viral marketing (X2) has a positive and significant impact on purchasing decisions (Y), and social media marketing variables (X1) and viral marketing (X2) simultaneously have a positive and significant impact on purchasing decisions (Y).

Keywords: Social Media Marketing, Viral Marketing, Purchasing Decision,

I. INTRODUCTION

Technological developments in the business world can be seen from the emergence of digital marketing which is closely related to the use of social media. Digital marketing has undergone many changes and continues to develop in terms of techniques and applications, starting from banner images or banners sent en masse via mobile phones, advertisements to marketing practices in the form of videos with visualisation and audio that spoil the audience. Social media platforms with increasingly sophisticated features make marketing activities more attractive to the public and become new tactics, for example the use of social media on the TikTok platform which can be utilised in running a business (Situmeang, 2022).

The emergence of social media has made the number of followers not small. An example of social media that is currently much sought after is TikTok, Tiktok's favourite social media is an attractive social media for all groups, especially students (Haya et., al 2021), with the Tiktok application,

business people can market their products better and practically because the costs are not too large, can reach a wider audience, convey short but clear information and become an opportunity for brands to be able to market their products (Fitriani et., al 2022). According to (Hawa, 2021) the better and more social media marketing a company does will increase consumer purchasing decisions. Viral marketing is a situation where it is currently a conversation and then utilised by marketers in a marketing strategy, so that the message intended by marketing will easily spread widely in a short time. Viral marketing can be used to introduce a product or brand offered to the general public. Marketers can make their products viral or can follow viral trends to increase their sales. Viral marketing is considered to be the right marketing tool to use today by utilising all the marketing tools available on all social media platforms (especially Tiktok) to increase business productivity and ability to do business (Riani and Nuriyati, 2020), with Viral marketing and Social media marketing, potential buyers can decide to buy

certain products when they see or hear content that presents various kinds of information, news, stories, or something interesting that leads to a response to determine what product to buy (Riani and Nuriyati, 2020).

The Fundamental Difference That Exists In Social Media Marketing And Viral Marketing Is That Social Media Marketing Focuses On The Use Of Social Media In Marketing While Viral Marketing Focuses On Something That Is Considered Viral At This Time. These Two Things Are Considered Interesting To Study Because They Are Able To Influence Consumers And Potential Consumers To Decide Which Product To Buy (Rimbahari Et., Al 2023).

II. LITERATURE REVIEW AND HYPOTHESIS

2.1. Purchase Decision

Purchasing decisions are determined by promotional content that can attract consumer attention, so that there will be interest in buying when individuals get good enough data and information about the desired product. So that a purchase decision is a decision made by consumers on the influence of the products, technology, media and promotions offered. This can create behavioural patterns for potential buyers (Rimbahari et., al. 2023). Purchasing decisions are a series of processes that start from consumers recognising their problems, seeking information about certain products and evaluating these products on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision (Tjiptono, 2015). Purchasing decisions are consumer decisions about what to buy, whether to make a purchase or not, when to buy, where to buy, and how to pay. The thing that must be considered before making a purchase decision is the desire to buy the product (Mukuan et., al. 2023). Kotler and Armstrong (2011) state that the purchase decision is one part of the entire buying process, namely decisions made by consumers regarding which brands (products and services) are purchased or consumed. Purchasing decisions are influenced by several psychological factors, namely motivation, perception, learning, beliefs and behaviour.

2.2. Social Media Marketing

In addition to viral marketing, the use of social media is also an important thing that plays a role in determining the products that consumers will buy. The application of marketing on social media (social media marketing) is considered a quick step or way that can be used as a venue for introducing an item

(product) or service. Social media marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging, and social networking (Setiawan, 2016). Social Media Marketing is the use of social media technology, channels, and software to create, communicate, deliver and exchange offers that have value for organisational stakeholders (Tuten and Salomon, 2017). Social media marketing carried out by marketers can influence a person's mind so that it can have an impact on purchasing decisions. Promotional strategies that can influence purchasing decisions are social media marketing or what is commonly known as marketing through social media (Mukuan et al., 2023). Based on this explanation, hypothesis 1 of this study is:

Hypothesis 1: Social media marketing has a positive and significant effect on purchasing decisions

2.2. Viral Marketing

According to (Susilowati, 2018) Viral Marketing is one of the strategies of marketing using the internet or social media in obtaining certain marketing objectives carried out through a series of communication processes. The main objective in implementing a Viral Marketing strategy is to reach more consumers or visitors on a Profile, Website, or Application, which is then considered interesting and then becomes a choice. Voluntarily shared with others who have the potential to buy recommended goods or services and recommend to others. Viral marketing is internet-based marketing. Viral marketing itself is used to describe how a message is transmitted, spreads quickly on the internet and has positive implications. Forms of viral marketing include email, blogs, social networks, viral videos, viral ebooks. As information technology develops, so does the form of viral marketing and is increasingly popular, unlimited. These users are disseminated through emails, blogs, and social Media networking sites on the internet. These media can be utilised by marketers as an opportunity to capture enthusiasts or customers using viral marketing methods (Haya et. al 2022). Based on this explanation, hypothesis 2 of this study is:

Hypothesis 2: Viral marketing has a positive and significant effect on purchasing decisions

III. RESEARCH METHODS

3.1. Population and Sample

The population in this study were Tiktok users in Kendari City. The sampling technique used accidental random sampling with a sample size of 350 respondents.

3.2. Data Analysis Method

The data analysis used in this research is multiple linear regression using software, namely Statistical Package for Social Sciences (SPSS).

IV. RESULTS AND DISCUSSION

4.1. Multivariate Regression Analysis Results

The results of data analysis using multivariate regression analysis are presented in table 4.1 as follows:

Table 1. Multivariate Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.110	2.981		1.751	.85
	Social Media Marketing	.844	.182	.573	4.629	.000
	Viral Marketing	.691	.246	.347	2.804	.007
F Value : 126.125						
F sig : .000						
R : .896						
R ² : .803						

Source: Output Results, SPSS 2024

Based on table 4.1 of the multivariate regression analysis results above, the regression equation is obtained as follows:

$$Y = 5,110 + 0,573X_1 + 0,347X_2$$

- The regression coefficient X1 (social media marketing) from the calculation obtained a coefficient value of 0.347. These results indicate that the relationship is unidirectional between the Viral marketing variable and purchasing decisions. This means that social media marketing can increase purchasing decisions.
- The regression coefficient X2 (viral marketing) from the calculation obtained a coefficient value of 0.573. These results indicate that the relationship is in the same direction between the viral marketing variable and purchasing decisions. This means that viral marketing can increase purchasing decisions
- Based on the results of the calculation of the coefficient of determination (R square) obtained in table 3 of 0.803 or 80.3% with a very strong category, which means that social media marketing and viral marketing have an impact on purchasing decisions by 80.3%. While the remaining 19.7% is influenced by other variables not discussed in this study.
- The calculation results, the correlation coefficient (R) value obtained is 0.896 or 89.6%, indicating that the closeness of the direct relationship between social media marketing and viral marketing is 0.896 or 89.6% with a very strong category.

- The results of the calculation of the F value obtained 126.125 with a significance level of 0.000 < 0.05. Because the significant level is smaller than 0.05, this regression model can be used for purchasing decisions.

4.2. Hypothesis Testing

Based on the results of table 4.1, it is known that:

- The significance value (sig) of the social media marketing variable is 0.007. Because the sig value is 0.000 < 0.05, it can be concluded that the social media marketing variable has an impact on purchasing decisions. In this case hypothesis 1 (H1) is accepted.
- The viral marketing variable significance value is 0.007. Because the sig value is 0.000 < 0.05, it can be concluded that social media marketing variables also have an impact on purchasing decisions. In this case hypothesis 2 (H2) is accepted.

4.3. Discussion

4.3.1. The impact of Social media marketing on purchasing decisions

The results of this study indicate that Social media marketing has a positive and significant impact. This means that the better the social media marketing carried out at Tik Tok will have an impact on increasing consumer purchasing decisions. This can be indicated by the results of respondents' perceptions of all Social media marketing statement items, the majority of

respondents gave very good responses with an average value of respondents' answers of 4.28 so that the Social media marketing variable was categorised as very good. Social media marketing has the advantage of delivering good and correct information about the products being offered so that it can attract attention, especially women, especially through the TikTok social media platform so that they are interested in buying products offered through the Tiktok social media platform. In this case, Social media marketing also plays an important role in consumer purchasing decisions based on the ability of Social media marketing to reach all audiences or users efficiently, so that they are interested in marketing products carried out by social media marketing platforms such as TikTok.

4.3.2. The impact of viral marketing on purchasing decisions

The results of this study indicate that the Viral marketing variable has a positive and significant impact on purchasing decisions. This means that the more viral marketing is carried out by marketers on TikTok, the more consumer purchasing decisions will increase. This can be seen from the characteristics of respondents based on age, it can be seen that the majority of respondents in this study are 21-23 years old,

totalling 65 people with a percentage of 58.5%, which means that the credibility of interesting content from Tiktok content creators and messages conveyed about product advantages as well as reviews or comments from other users such as friends / friends about products that have been purchased give a sense of trust to other users who want to buy these products and have an impact on purchasing decisions.

V. CONCLUSIONS AND FUTURE RESEARCH

The results of this study found that social media marketing and viral marketing proved to have an important role in increasing consumer purchasing decisions to shop at Tik Tok. Therefore, to improve consumer purchasing decisions through TikTok, some things that need to be done by marketers are suggested for companies so that content creators further improve techniques in conducting viral marketing by further improving the quality of marketing products through viral marketing so that they are well conveyed by recipients, namely TikTok users. For further research, it is recommended to include other variables besides viral marketing and social media marketing in order to find out what impact the Consumer Purchase Decision has. For example, by adding more specific variables related to brands such as brand image, brand awareness, brand trust.

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