

The Effect Of Viral Marketing And Electronic Word Of Mouth On Purchase Decisions Of Tiktok Shop Application Users

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Abstract. *The research problem is how much influence Viral marketing and electronic word of mouth have on purchasing decisions for users of the tiktok shop application. This study aims to determine the effect of viral marketing and electronic word of mouth on purchasing decisions among users of the Tiktok shop application for students of the Faculty of Economics, UKI Toraja, class of 2022. The type of data in this research is primary data obtained from a questionnaire of respondents, namely students of the UKI Faculty of Economics. Toraja class of 2022 and secondary data obtained from previous research and journals needed in this study. The method in this study is multiple linear analysis. The results of calculations with the T test obtained on the variable viral marketing t count $1.279 < t$ table 2.002 , E-WOM t count $2.149 > t$ table 2.002 and from the results of the Fcount test $2.492 < 3.16$ and the conclusion from the results of this study that viral marketing and electronic word of mouth does not have a significant and simultaneous influence on purchasing decisions on users of the tiktok shop application.*

Keywords *Viral Marketing; E-WOM; Purchasing Decisions*

1. INTRODUCTION

The purpose of this study is to determine whether viral marketing and electronic word of mouth (E-WOM) influence purchasing decisions of Tiktok Shop application users. In online shopping media on the internet, it is interpreted that the development of the internet has also succeeded in developing in the field of marketing. The development of marketing on the internet is called the development of digital era marketing or referred to as digital marketing which of course will make it easier for internet users to make purchases that are easier, faster and cheaper. However, because of the large number of online shopping application users, online shopping site owners or social traders (social commerce) certainly have many competitors from other online site owners, which are in line with current technological developments. Therefore, online shop site owners (social commerce) need to pay attention to customer satisfaction, because this can influence purchasing decisions for products/services sold in online shops. In addition to customer satisfaction, other things that influence purchasing decisions in online shops are word of mouth information through social networks or called

Electronic Word of Mouth (E-WOM) and also marketing that is continuously spread by customers to other people through messages or social media or called Viral Marketing.

Tiktok Shop is a feature on Tiktok which is an innovative social commerce that can reach sellers, buyers, and creators to provide a smooth, fun and comfortable shopping experience. Tiktok Shop officially became an additional feature based on Social Commerce on April 17, 2021. The success of Tiktok Shop is certainly inseparable from the development of the internet in the field of digital marketing (Digital Marketing) and also Tiktok Shop markets attractive products using strategies that are utilized for consumer interest in Tiktok Shop products. Tiktok Shop provides the right strategy to overcome this, where Tiktok Shop provides features for customers to be able to provide reviews of products that have been purchased, so that consumers provide word of mouth information through social networks or called Electronic Word Of Mouth (EWOM) and also Tiktok Shop promotes by Viral Marketing. Therefore, with the success of Tiktok shop in marketing strategies that are able to make its position a trend from year to year compared to other Online Shops, researchers are interested in conducting research and discussing in more depth the Influence of Viral Marketing and Electronic Word of Mouth on purchasing decisions on Tiktok Shop application users, the case study is students of the Faculty of Economics, UKI Toraja, class of 2022).

2. LITERATURE REVIEW

According to Putri, (2017) marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating and exchanging products and services and value between one person and another, while according to Ritonga et al., (2018) Marketing is a design, and process of creating, communicating, delivering, and exchanging valuable offerings for customers and the general public, and according to Tjiptono in, Saleh & Said, (2019) marketing is a function that has the greatest contact with the external environment, even though the company only has limited control over the external environment. Based on several opinions, it can be concluded that marketing is an activity that is carried out comprehensively and planned by an agency or company that offers products or services to customers so that transactions occur that generate value.

Viral Marketing

According to Sitorus & Utami, (2017) Viral marketing is the desire to create a push to spread a message or information into a group network or in their social media circle, and according to (Petrescu, 2014), viral marketing is an online and offline marketing activity carried out to influence consumers to send commercial messages and other consumer content on their social networks, while according to Syuhada & Widodo, (2019) viral marketing is a

chain message that is spread continuously by its users from one person to another who utilizes the power of testimony of perceived success.

According to Irawan & Misbach, (2020) Viral marketing is a marketing strategy that can cause people to talk about the business carried out by the company among their friends' social circles or their social networks. Based on several opinions above, it can be concluded that

Viral marketing is a promotional step taken through social media that provides evidence of the quality of products/services that have been used from a company that is sent to social media accounts that can be watched by many people in various circles. According to Sugiyono in the journal Irawan & Misbach, (2020), there are seven tests or measurements used for viral marketing, namely as follows: a. Inclusion-Need To Belong, refers to measuring an individual's need to be together and examining consumers' reasons for distributing via email and found that the most common reason mentioned by respondents was the desire to connect and share with others. b. Inclusion-Individuation, measures the extent to which someone wants to stand out among the group that markets the product to show the characteristics of the product to show others about the real you. c. Control Personal Growth, an interpersonal need to control relationships with feelings of ability, achievement, influence, and success. People who have this need not only want to make a difference in their social environment, but also want to share their achievements in achieving achievements. d. Curiosity, curiosity about electronic content e. Content Forwarding, respondents were asked to estimate how often they convey information when carrying out online activities. f. Content Consumption, respondents were asked to report how often they spend on specific online activities g. Marketers or marketers in their muamalah transactions are justice, honesty, transparency, both benefit and morality becomes the breath in every form of transaction.

E-WOM

According to Ismagilova et al., (2017) E-WOM is a dynamic process of continuous information exchange between potential, actual, or former consumers about products, services, brands, or companies, which is available to institutional people via the internet, and E-WOM is a form of communication in the form of positive or negative statements about a product that is distributed from one consumer to another on the internet, Yulindasari & Fikriyah, (2022). While Electronic word of mouth can also be defined as various positive or negative statements made by a person or previous customer about a product, service or company that is provided to the wider community via the internet, Abubakar in Candra, (2023)

According to Fina Raudlotun Electronic word of mouth is a review made by consumers, both actual, potential, or previous consumers in the form of negative or positive statements about a product written via social media. Based on several opinions above, it can be concluded

that Electronic word of mouth (E-WOM) is information conveyed by consumers about a product/service that contains negative or positive responses from a product/service sent via social media According to Goyette in the Journal (Sari et al., 2017), in measuring the influence of E-WOM, the following indicators are used:

- a. Intensity. Intensity in E-WOM is the number of opinions or comments written on social media. Goyette in the journal (Sari et al., 2017) divides the intensity indicators as follows:
 1. Frequency of accessing information networks from social media
 2. Frequency of interaction with social media users
 3. Number of reviews written by social media users
- b. Content. Content is information from social networking sites related to products and services. Indicators of content include:
 1. Product selection information
 2. Product quality information
 3. Information about the information offered
 4. Information about transaction security and the internet networking sites provided.
- b. Positive opinions. Positive opinions occur when good news testimonials and support are desired by the company. Indicators of positive opinions include:
 1. Positive comments from social media users
 2. Recommendations from social media users
- d. Negative Opinions. Negative opinions are negative comments from consumers about products, services and brands. Indicators of negative opinions include:
 1. Negative comments from social media users.
 2. Talking negative things to others from social media users

Purchasing Decision

According to Arif in (Wardani, 2023) a purchasing decision is the final result of a thought and action in making a purchasing decision to use, wear, or consume a good or service to meet their needs and desires, while according to Sa'adah in (P. L. E. Putri & Laily, 2022) defines that a basic assessment taken by consumers when deciding to buy a product with several stages such as identifying needs, searching for product information from various sources, evaluating the alternatives offered, deciding to buy or not, ending with post-purchase behavior whether to repeat order or not. A purchasing decision is a process carried out by consumers to solve problems or achieve goals by finding alternative solutions, evaluating alternatives, then choosing alternatives and making product purchases, Peter and Olson in Diawati et al., (2021).

Based on the several definitions above, it can be concluded that a purchasing decision is an action taken by consumers to assess a product and think about their needs so that they decide to buy a product. According to Kotler in (Pambudi, 2018) There are indicators used in determining purchasing decisions, namely:

- a. Stability in a product, when making a purchase, consumers choose one of several alternatives. The choices available are based on quality, quality, and other factors that provide stability for consumers to buy the products they need. Good product quality will build consumer enthusiasm so that it supports consumer satisfaction.
- b. Habits in buying products, habits are continuous repetitions in making purchases of the same product. When consumers have made a decision and feel that the product is attached to their minds and even the benefits of the product have been felt, consumers will feel uncomfortable if they buy another product.
- c. Speed in buying a product, consumers often make decisions using simple choice rules (heuristics). Heuristics are a process of a person in making a decision quickly, using a general guideline in only some information

3. METHODS

This type of research uses quantitative descriptive research which is a form of research that provides an overview and explanation of the research results in the form of numbers or calculations to explain the results obtained from data collection.

Population

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017, p. 80). The population in this study were students of the UKI Toraja Faculty of Economics class of 2022 who used the Tiktok Shop application, totaling around 152 people from the results of observations.

Sample

A sample is part of the number of characteristics possessed by the population (Sugiyono, 2017) In this study, the sample is the number of UKI Toraja students of the Faculty of Economics class of 2022. Therefore, the study will not examine the entire population but what will be studied or used as a sample is the result of the calculation using the Slovin formula multiplied by 10%, here is the Slovin formula:

$$n = N / (1 + N(e)^2)$$

$$n = 152 / (1 + 152(0.1)^2)$$

$$n = 61$$

Data Analysis Techniques

The data analysis technique used to measure the variables in this study uses SPSS software by entering the results of the operationalization of the variables to be tested. The following are the analysis techniques that will be used, namely the Research Instrument Test (Validity and Reliability Test); Classical Assumption Test (Normality Test, Heteroscedasticity Test and Multicollinearity Test); Multiple Linear Regression Analysis; T Test; F Test; Correlation Coefficient Test and Determination Coefficient Test.

4. RESULTS

Tiktok is an application founded by a technology company called ByteDance in 2012 by Zhang Yiming. The Tiktok application was then created in 2016 in China with the initial name Douyin. However, the popularity of this application was so delicious that Zhang Yimin tried to expand the Tiktok market to the international scene in 2017 with the initial step of acquiring musical and changing the name Douyin to Tiktok to make it easier to call. Tiktok began to be known in Indonesia in 2018 with 10 million active users. However, in Indonesia, the Tiktok application is considered cheesy and an application that is only used by teenagers to dance, so Tiktok was criticized by the Ministry of Communication and Information in the form of a temporary block on July 3, 2018 due to the many negative reports regarding the Tiktok application. In 2020, Tiktok was able to change its image and was able to get many fans in Indonesia, namely 37 million users in Indonesia, and Tiktok application users increased rapidly in July 2021, reaching 92.2 million users. The popularity of Tiktok itself has increased sharply because many people need entertainment. Because of the large number of Tiktok users, Tiktok added a feature, namely shopping on April 17, 2021 officially by TikTok Indonesia, this feature is also referred to as an innovative social commerce to make it easier to reach all buyers in Indonesia. Until now, Tiktok shop has more and more users

1. The influence of viral marketing on purchasing decisions of Tiktok Shop application users

The hypothesis stating that Viral Marketing has a significant influence on purchasing decisions is accepted. In the research that has been conducted on variable X1 (viral marketing) it was found that viral marketing has a significant influence on purchasing decisions, this is evidenced by the t-test which produced a significant value of $0.024 < 0.05$ which caused variable X1 (viral marketing) to have a significant influence on purchasing decisions. The results of this study are supported by the theory According to Kotler in Pambudi (2018) purchasing decisions through 3 stage indicators, namely stability in a product, habits in buying

products, speed in buying a product. This shows that viral marketing works well through three stages of purchasing decisions and thus makes a product or service famous.

The results of respondents' answers through the distribution of this questionnaire prove that they buy products first by paying attention to the performance of viral marketing on the product to be purchased until making a purchasing decision. so it can be concluded that the greater the viral marketing, the greater the influence on purchasing decisions.

2. The Influence of E-WOM on Purchasing Decisions of Tiktok Shop Application Users

The hypothesis stating that E-WOM has a significant influence on purchasing decisions is accepted. In this study, the results obtained that E-WOM has a significant influence on purchasing decisions, this is proven by the t-test which obtained a sig value of $0.002 < 0.05$. This can be interpreted that E-WOM is closely related to purchasing decisions on the Tiktok Shop application. The better the opinions and information about products or services conveyed by consumers on E-WOM, the more it encourages other consumers to make purchasing decisions. In this study, consumers revealed that they made purchasing decisions based on the opinions and comments of other consumers, saw reviews from consumers, and saw positive responses from other consumers. These significant positive results indicate that the greater the number of people or consumers who provide responses about products or services on the Tiktok Shop application, the more they support purchasing decisions for prospective consumers. The results of this study are supported by Goyette's theory where a good E-WOM process in influencing purchasing decisions is through the stages of Intensity indicators, content, positive opinions and negative opinions. The answers from respondents through the distribution of this questionnaire prove that they pay attention to the E-WOM indicator before making a purchasing decision.

3. The influence of viral marketing and E-WOM on purchasing decisions on Tiktok Shop application users

The hypothesis stating that viral marketing and E-WOM have a simultaneous effect is accepted. In testing in this study to determine the influence of Viral marketing and E-WOM simultaneously on purchasing decisions. in this study the test results obtained were a sig value of $0.001 < 0.05$, and a calculated F value of $7.453 > 3.16$ so that it is interpreted that the two independent variables, namely viral marketing and E-WOM, have a simultaneous influence on the dependent variable, namely purchasing decisions. In this study, it can be concluded that determining purchasing decisions on the Tiktok shop application, consumers see well-known products or services and clear information from products or services that have been purchased by other consumers, in addition, in this study consumers also pay attention to the number of

users or buyers who have felt the benefits of a product or service that gives a positive response to the product and service.

5. CONCLUSION

1. The Viral Marketing variable (X1) has a significant influence on purchasing decisions (Y) for users of the Tiktok Shop application. This can be seen from the t-count value of 2.324 > t-table 2.002, with a sig level of 0.024 < 0.05, so this test shows that H1 is accepted.
2. The E-WOM variable (X2) has a significant influence on purchasing decisions (Y) for users of the Tiktok Shop application. This can be seen from the t-count value of 3.197 > t-table 2.002 and the sig value of 0.002 > 0.05, so this test shows that H0 is rejected and H1 is accepted.
3. From the results of the F test (simultaneous), the F count value is 7.453 > 3.16 and the sig value is 0.001 < 0.05, so it means that the results of the F test of the viral marketing variable (X1) and E-WOM (X2) have a simultaneous influence on purchasing decisions for users of the TikTok shop application.

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