The impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on Tiktok User of Management Students at Bhayangkara Jakarta Raya University)

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A B S T R A C T

This study aims to determine the impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on Tiktok User Management Students at Bhayangkara Jakarta Raya University). This research is quantitative, with a sampling technique using non-probability sampling, that is, by using purposive sampling. Data were obtained through questionnaires which were distributed to 141 respondents. The data analysis technique in this study uses Partial Least Square using the SmartPLS 3.0 application. The results showed that: 1) Viral Marketing has a positive and significant influence on Purchase Intention, 2) Viral Marketing has a positive and significant influence on Consumer Behavior, 3) Consumer Behavior has a positive and significant influence on Purchase Intention, 4) Consumer Behavior can mediate Viral Marketing on Purchase Intention with full mediation. Future research should be conducted with other relevant variable.

Keywords: *Viral Marketing, Purchase Intention, Consumer Behavior, Tiktok.*

INTRODUCTION

Consumer behavior is research on how a person or group and organization select the products they want to buy, buying, utilizing goods, services, ideas, and experiences to satisfy their wants and needs (Kotler et al., 2019). According to a survey conducted by We Are Social, there were 204.7 million internet users in Indonesia as of January 2022. Currently, internet users in Indonesia have increased by 54.25 percent compared to 2018 online through social media and e-commerce.

Tiktok is becoming the most effective social media platform for achieving business goals. By following existing trends, Tiktok adds useful business features such as business profiles and advertisements to marketplace features such as product catalogues and live-streaming features

that will make it easier for brands to make direct sales. Tiktok is a powerful and practical marketing tool because it does not require significant costs, reaches a broader audience, and the process of broadcasting information is short. This is an opportunity for brands to market their products through Viral Marketing.

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) proves that there is a positive and significant effect of the Viral Marketing variable on consumer buying interest in purchasing decisions through the Tiktok application.

Research purposes
Based on the problems above, the authors determine the objectives of this study, among others:
1. Analyze the impact of Viral Marketing on Purchase Intentions
2. Analyze the impact of Viral Marketing on Consumer Behavior
3. Analyzing the impact of Consumer Behavior on Purchase Intentions
4. Analyzing the impact of Viral Marketing on Purchase Intentions through Consumer Behavior

THEORETICAL REVIEW
Viral Marketing
According to Susilowati (2018) Viral Marketing or Viral Marketing is one of the marketing strategies using the internet or social media to obtain a specific marketing goal carried out through a chain of communication processes. The main goal in implementing the Viral Marketing strategy is to reach more consumers or visitors in a profile, website, or application, which will then be deemed attractive and will then be distributed voluntarily to other people who have

the potential to buy the recommended goods or services and recommend it to others.
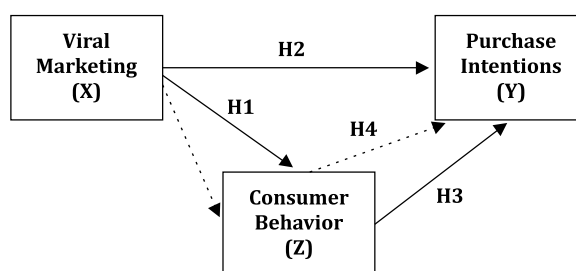
Consumer Behavior
According to Siregar (2022), Consumer behaviour or consumer behaviour is a study that investigates how an individual utilizes available resources. According to Foeh et al., (2022) Consumer behaviour is a process of consideration of a person and household before making a purchase action in obtaining, utilizing, consuming and disposing of an item as needed.

Purchase Intentions
Purchase Intentions or buying interest is consumer interest in an item or service by searching for information about the desired product. Purchase Intentions are an essential indicator that will be used to predict consumer behaviour because they can be used as a reference to measure the possibility of consumers buying a product or service, Services. (Areeba Toor, 2019).

Thinking Framework
Based on previous research from selected sources, the framework of thinking is structured as follows:

Research Hypothesis
H1 = Viral Marketing has a significant effect on Consumer Behavior.
H2 = Viral Marketing has a significant effect on Purchase Intentions
H3 = Consumer Behavior has a significant effect on Purchase Intentions
H4 = Viral Marketing has a significant effect on Purchase Intentions through Consumer Behavior as an intervening variable

Table 1. Relevant Past Research

1	Satria Marchapada & Indra Wijaksana, (2021)	The Effect of Viral Marketing on Consumer Purchase Interest in Netflix's Video On Demand (Vod) Service	Independent variable (1) Viral Marketing Dependent variable : (2) Buying Interest	1. Viral Marketing variables have a significant influence on consumer buying interest in Netflix services
2	Shelylla Aprilydia Putri, Corry Yohana, (2021)	Effect of Viral Marketing, Celebrity Endorser, and Brand Awareness on Purchase Intentions of Dessert Box Products	Independent variables: (1) Viral Marketing (2) celebrity endorser (3) brand awareness Dependent variable: (4) Purchase Intentions	(1) Partially and simultaneously, the variables of Viral Marketing, celebrity endorsers and brand awareness have a positive and significant influence on Purchase Intentions
3	Kevin Wijaya, (2021)	The Effect of Viral Marketing and Brand Awareness on Purchase Intention with Consumer Trust as a Mediation Variable	Independent Variables: (1) Viral Marketing (2) Brand Awareness Dependent Variable: (3) Buying Interest Mediation Variable (4) Consumer Trust	(1) Viral Marketing does not affect Buying Interest (2) Brand Awareness affects Purchase Interest (3) Consumer Confidence does not mediate the influence of Viral Marketing on buying Interest (4) Consumer Trust mediates the effect of Brand Awareness on Purchase Intention
4	Dumatri & Indarwati, (2021)	The Influence of Viral Marketing and Brand Awareness on Purchase Intentions at BURGER KING Indonesia	Independent Variables: (1) Viral Marketing (2) Brand Awareness Dependent Variable: (3) Purchase Intention	(1) Viral Marketing and Brand Awareness variables have a significant effect on Purchase Intentions for Burger King Indonesia product
5	Amanda, (2021)	The Influence of Brand Awareness and Viral Marketing on Gildak's Instagram Social Media on Consumer Buying Interest	Independent Variables: (1) Brand Awareness (2) Viral Marketing Dependent Variable: (3) Buying Interest	(1) The variables of Viral Marketing and Brand Awareness have a partial and simultaneous effect on Purchase Interest.
6	Sarpal & Ying, (2022)	The Impact of Viral Marketing in The Tourism Industry in Malaysia Post Covid-19 Pandemic	Independent variable: Viral Marketing Dependent variable: Interest in visiting	1. Viral Marketing has a positive influence on interest in visiting Malaysia
7	Singh & Sailo, (2022)	Consumer Behavior in Online Shopping: A Study of Aizawl	Dependent variable: Consumer behavior	1. Consumer behaviour nowadays is shopping online because it is more convenient and easier
8	(Xiong, 2022)	The Impact of Artificial Intelligence and Digital Economy Consumer Online Shopping Behavior on Market Changes	Variable independent: Artificial Inteligence, Digital Economy Consumer online shopping behavior Variable dependen: Market changes	1. The younger generation prefers to use the internet as an option for shopping
9	Herzallah et al., (2022)	Drivers of Purchase Intentions in Instagram Commerce	Variable dependen: Purchase Intentions in Instagram commerce	1. Information on Instagram is easier to understand and can influence buying interest
10	Iriani et al., (2021)	The Impact of Government Regulations on Consumers Behaviour during the COVID-19 Pandemic: A Case Study in Indonesia	Variable independent: Impact of government regulations Variable dependen: Consumer behavior during Covid-19 Pandemic	1. viral marketing affects impulsive buying in the covid-19 pandemic through trust in buying online products
11	Wahyu Murjiati, (2021)	The Effect of Advertising and TikTok Applications on the Purchase Interest of Islamic Business Management Students IAIN Palopo	Independent Variables: (1) Advertising (2) Tiktok App Dependent Variable: (3) Buying Interest	Research results show that (1) Advertising has a positive and significant effect on Student Purchase Interest (2) Tiktok application affects students' buying interest (3) Advertising and Tiktok Applications positively and significantly affect Students' Buying Interests.
12	Eksananda & Indarwati, (2022)	The Influence of Product Innovation and Brand Image on Purchase Intention of Consumers for Scarlett Whitening Products	Independent Variables: (1) Product Innovation (2) Brand Image Dependent Variable: (3) Purchase intention	(1) variable product innovation and brand image have a positive and significant effect on the purchase intention of Scarlett Whitening products.

13	Fiki Praditya Arnanda, (2022)	Effect of Word of Mouth, Product Quality Shopee Application on Purchase Intentions with Brand Image as Intervening Variable	Independent Variables: (1) Word of Mouth (2) Product Quality Dependent Variable: (3) Purchase Intentions Mediation Variables: (4) Brand Image	(1) Word of Mouth variable has a positive and significant effect on Purchase Intentions.
14	Mauren Watung et al., (2021)	The Effect of Electronic Word of Mouth and Celebrity Endorser with Brand Image on Purchase Intentions to Purchase Online Tickets (Study on Traveloka Site)	Independent Variables: (1) Electronic Word of Mouth (2) Celebrity Endorser (3) Brand Image Dependent Variable: (4) Purchase Intentions	(1) Partially and simultaneously, the celebrity endorsement, ewom, and brand image variables significantly affect the Purchase Intentions variable for purchasing online tickets on the Traveloka site.
15	Mulyati & Gesitera, (2020)	The Effect of Online Consumer Review on Purchase Intentions with Trust as Intervening at Bukalapak Online Store in Padang City	Independent Variables: (1) Online Consumer Review Dependent Variable: (2) Purchase Intentions Mediation Variables: (3) Trust	(1) Online Consumer Review (OCR) variable has a positive and significant effect on consumer confidence

METHODS

The type of research used is quantitative research. According to Nizamuddin & Azan (2021) Quantitative research aims to determine the extent to which a phenomenon occurs or does not occur in the data in the form of numbers or numbers. Quantitative research is a method whose data can be measured systematically to answer questions about the relationship of measurable variables to explain, predict and control the situation. This study uses a Structural Equation Model (SEM) analysis technique based on Partial Least Square using the SMART PLS 3.0 application to test hypotheses. The sampling technique used is non-probability sampling by using purposive sampling. Its data collection technique. The instrument in this study used the validity and reliability test of the Outer Model (Measurement Model) and Inner Model (Structural Model) with SEMPLS. The data analysis technique used the results of descriptive analysis and path analysis, and hypothesis testing, namely direct and indirect effects.

RESULT AND DISCUSSION

Testing the Measurement Model (Outer Model)

Validity and Reliability Test

The results of the Outer Model test in this study were carried out by looking at the results of the Convergent Validity, Discriminant Validity and Internal Consistency Reliability values. The SmartPLS analysis for the Outer Model test uses

data from as many as 142 respondents with the PLS Algorithm Max Number of Iterations as many as 300. At this stage, the test of the validity of the gauges tested can be well correlated and not high. This is done at the Discriminant Validity Test stage. Including cross loading. The following is the display data on the Cross Loading value processed through the SmartPLS 3.0 program.

Table 2. Outer Model (Cross Loading Validity Discriminant)

Indicator	Variable		
	Viral Marketing	Purchase Intentions	Consumer Behavior
VM.1	0.737	0.706	0.625
VM.2	0.8	0.486	0.528
VM.3	0.853	0.555	0.56
VM.4	0.816	0.527	0.541
VM.5	0.747	0.549	0.547
Y.1	0.599	0.762	0.65
Y.2	0.553	0.764	0.596
Y.3	0.685	0.792	0.709
Y.5	0.532	0.8	0.639
Y.6	0.463	0.782	0.621
Y.7	0.532	0.842	0.638
CB1	0.668	0.677	0.787
CB2	0.534	0.679	0.798
CB3	0.606	0.695	0.833
CB4	0.498	0.571	0.77
CB5	0.589	0.684	0.856
CB6	0.631	0.667	0.84

Table 2 shows that the cross-loading value of each indicator item has a significant cross-loading value compared to the indicator items in other variables. For example, Viral Marketing has a cross-loading value more significant than the cross-loading value on the Consumer Behavior and Purchase Intentions variables. So, the results of this test are declared discriminantly valid.

Structural Model Testing (Inner Model)
R Square Test (R2)
This stage is the stage of analyzing the value of How much the endogenous construct or Y variable may reflect or explain from the test outcomes At the R-Square or R2 Test stage, this is accomplished. The model is advancing if the R Square approaches the value of 1. R Square > 0.5 is considered normal, and the model is accurate.. (Sholihin & Ratmono, 2020).

Table 3. R Square Results

Variable	R Square (R^2)
Consumer Behavior	0.650
Purchase Intentionss	0.710

Table 3 above shows that the Consumer Behavior variable with a value of 0.650 means 0.650 x 100 = 65% of 100% and 100% - 65% = 35% or 0.350. These results indicate that Viral Marketing influences the Consumer Behavior variable with a value of 65% or 0.650, and there are 35% or 0.350, which may be influenced by other variables not discussed in this study. Then the second is the Purchase Intentions variable with a value of 0.710, meaning 0.710 x100 = 71% and 100% - 71% = 29% or 0.290. These results indicate that the Viral Marketing variable influences the Purchase Intentions variable with a 71% or 0.710 and 29% or 0.290, which may be influenced by other variables not discussed in this study.

Q Square (Q^2)
The Goodness of Fit (GoF) Index value is referred to in the Q Square test. It is based on the Stone Geisser Q2 Value requirements. The study model developed has predictive relevance if the value of Q Square is greater than 0. Meanwhile, if Q-square is more significant than zero (zero), it demonstrates that the model is not predictively relevant. (Sholihin & Ratmono, 2020)

Table 4. Q Square Predictive Relevance Results

Variable	Q^2
Consumer Behavior	0.419
Purchase Intentionss	0.428

Based on table 4 above, it can be determined that there is a value in Q2 for the Purchase Intentions variable of 0.428 and the Consumer Behavior variable of 0.419, which are measured by the measurement results processed using Smart PLS 3.0 and resulted in the following Q-Square value:
Q-Square = 1 – ($\sum$SSE - $\sum$SSO)
Q2 Consumer Behavior :
= 1 – (1 – 0.419)
= 1 – 0.581
= 0.419
Q2 Purchase Intentions :
= 1 – (1 – 0.428)
= 1 – 0.572
= 0.428

Based on the outcomes of the calculations mentioned above. As can be observed, the Q Square of Consumer Behavior is equal to 0.419. According to these findings, this study's proportion is 41.9%. In contrast, the remaining 58.1% are not included in this research. It can be stated that this research has good goodness of fit.

According to the Q-Square of Purchase Intentions, the percentage of this research is 42.8%. The conclusions of this study do not apply to the remaining 57.2%. It can be stated that this research has good goodness of fit.

Hypothesis Analysis
Based on the outcomes of the Inner Model test, which includes the R-Square output-parameter coefficients and Statistics-hypotheses are assessed using path coefficient testing. Pay close attention to the significant value between the constructs to decide whether to accept or reject a hypothesis. Statistics. P-values, too.

T-statistic > 1.96, a significance level of P = 0.05 (5%) and a significant and positive coefficient were the guidelines employed in this research. (Sholihin & Ratmono, 2020).

1. Viral Marketing on Purchase Intentions
   The first hypothesis analyses the direct impact of viral marketing on consumers' desire to purchase. The research showed that viral marketing had a 0.230 coefficient value and a 3.518 Tstatistic value on purchase intentions. The third hypothesis is supported based on these results since T-statistics is > 1.96 and has a P-Value of 0.001 < 0.05, indicating that it has a significant impact. Thus, viral marketing has a favourable and significant impact on purchase intentions.

2. Viral Marketing on Consumer Behavior
   The second hypothesis looks at how viral marketing affects consumer behaviour. According to the research findings, viral marketing had a coefficient effect on consumer behaviour of 0.455 and a T-statistic value of 5.107. The fourth hypothesis is accepted since these findings demonstrate that T-statistics have a significant impact because it is > 1.96 with a P-Value of 0.000 < 0.05. Consequently, it is possible to claim that viral marketing has a favourable and considerable impact on consumer behaviour.

3. Consumer Behavior on Purchase Intentions
   The third hypothesis examines the effect of Consumer Behavior on Purchase Intentions. According to the research findings, the coefficient of Consumer Behavior on Purchase Intentions was 0.527 with a T-statistic value of 6.236. The fifth hypothesis is accepted

due to these results, which demonstrate that T-statistics has a substantial influence because it is > 1.96 with a P-Value of 0.000 0.05. Thus, consumer behavior influences purchase intentions in a positive and significant way.

Mediation Analysis
By examining the outcomes of the SmartPLS Output on Bootstrapping in the section on specific indirect effects, this study conducts a mediation test. The table below illustrates how mediation analysis examines the mediating variable as a relationship between the independent and dependent variables.

4. Consumer Behavior Mediates Viral Marketing on Purchase Intentions
   The fourth hypothesis examines the indirect effect of Viral Marketing on Purchase Intentions through Consumer Behavior. According to the research findings, Viral marketing had a 0.240 coefficient value and a T-statistic value of 3.644 for purchase intentions through consumer behavior. From these results, it can be stated that T-statistics has a significant effect because it is >1.96 with a P-value of 0.000 <0.50, so the seventh hypothesis is accepted. Thus, it can be stated that Consumer Behavior can mediate Viral Marketing on Purchase Intentions.

CONCLUSION AND RECOMMENDATION
Conclusion
This study aims to determine the impact of Viral Marketing on Purchase Intentions mediated by Consumer Behavior on Tiktok users at Bhayangkara University Jakarta Raya 2018.

Table 5. Path Coefficient Results

Variable	Original Sample	Standard Deviation	T-Statistic	P-Values
Viral Marketing -> Purchase Intentions	0.230	0.065	3.518	0.001
Viral Marketing -> Consumer Behavior	0.455	0.089	5.107	0.000
Consumer Behavior -> Purchase Intentionss	0.527	0.084	6.236	0.000

Table 6. Mediation Results (Spesific Indirect Effect)

Variable	Original Sample	Standard Deviation	T-Statistic	P-Values	Explanation
Viral Marketing -> Consumer Behavior -> Purchase Intentions	0.240	0.066	3.644	0.000	Full Mediation

After analyzing the data through a questionnaire with 141 respondents, the researchers managed the data using a measurement model (outer model), testing structural (inner model), and significance test using the SmartPLS application program. The results obtained are as follows:

1. Viral Marketing has a positive and significant effect on Purchase Intentions.
2. Viral Marketing has a positive and significant effect on Consumer Behavior.
3. Consumer Behavior has a positive and significant effect on Consumer Behavior.
4. Consumer Behavior can mediate the effect of Viral Marketing on Purchase Intentions.

Future Research Recommendation

Suggestions for further research are to improve the shortcomings and limitations of this study. That is:

1. Further research is recommended to research with a broad or global reach.
2. Additional study is advised to employ additional factors, such as content variables, customer experience, influencers, and other factors which can be used independently to influence purchase interest.

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