

## **CHAPTER V**

### **CLOSING**

In this study, the concluding chapter provides a thorough examination of the results obtained from the performed research, accompanied with relevant suggestions for the progression of future research initiatives. As a result, the readers will conduct a comprehensive analysis of the implications of the research findings, accompanied with recommendations for future research attempts. Includes ending components such as a summary, managerial implications, limits of the research, recommendations for future research, and a bibliography.

#### **5.1 Conclusion**

1. The number of respondents that have been collected is 180 person and all of them meet the criteria.
2. Most respondents who are customers and followers of Starbucks social media account are male which is 107 persons.
3. The age range for the most respondents is around age 21-25 which is 70 respondents.
4. Most respondents of my questionnaire is those who have income more than Rp 3.000.001 per month.
5. Viral Marketing have a positive influence toward Starbucks consumers purchase decision.
6. Social media marketing have a positive influence toward Starbucks consumers purchase decision.

#### **5.2 Managerial Implication**

##### **5.2.1 Viral Marketing toward Purchase Decision**

The findings highlight the substantial impact of viral marketing (VM) on purchase decisions (PD) for Starbucks, suggesting several strategic implications. Starbucks should focus on creating highly engaging and shareable content that resonates deeply with their target audience. This can be achieved by leveraging user generated content, initiating viral challenges, and developing interactive campaigns that encourage customers to share their experiences and connect with the brand personally. Utilizing storytelling and emotional appeal in Viral Marketing strategies can significantly enhance brand loyalty and drive purchase decisions. By fostering an environment where customers feel compelled to share their positive experiences, Starbucks can amplify the reach and effectiveness of its marketing efforts.

### **5.2.2 Social Media Marketing toward Purchase Decision**

Social media marketing (SMM) also plays a crucial role in influencing purchase decisions for Starbucks, as evidenced by the study's findings. To maximize the impact of SMM, Starbucks should capitalize on the interactive nature of social platforms to foster deeper engagement with their customers. This involves regularly posting relevant and appealing content, responding promptly to customer inquiries and feedback, and utilizing targeted advertising to reach specific demographics. Additionally, partnering with influencers and brand ambassadors can amplify Starbucks' message and create authentic connections with their audience. By integrating these strategies, Starbucks can enhance its SMM efforts to not only increase brand visibility but also drive tangible purchase decisions, ultimately leading to increased sales and stronger customer loyalty.

### **5.3 Research Limitations**

This research only focuses on the effect of viral marketing and social media marketing of Starbucks toward Starbucks consumer purchase decision and not focused on only one Social media of Starbucks. Additionally, this study encounters challenges with indicators of confusion, as they are not directly related to the variable of viral marketing.

### **5.4 Future Research Suggestions**

In the future, authors that have the same purpose as my research can focus on one or two social media used by Starbucks. By narrowing the scope to platforms such as Instagram and Twitter, for example, future studies can provide a more detailed and nuanced understanding of how different types of content, engagement strategies, and platform-specific features influence consumer behavior and purchase decisions.

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## ATTACHMENT

### Attachment 1. Research Questionare

VARIABLES	RESEARCH INDICATORS
Viral Marketing	<ol style="list-style-type: none"><li>1. There is a relationship between Starbucks and consumers social media.</li><li>2. I want to know more about Starbucks social media content.</li><li>3. I have a high intensity in accessing Starbucks social media.</li><li>4. I convey information about Starbucks product to social media consumers.</li></ol>
Social Media Marketing	<ol style="list-style-type: none"><li>1. When accessing the social media of Starbucks, I interact with other individuals.</li><li>2. When accessing the social media of Starbucks, I was interested in sharing it with other individuals.</li><li>3. When accessing social media of Starbucks, I feel the content shared can be entertaining.</li></ol>
Purchase Decision	<ol style="list-style-type: none"><li>1. In choosing Starbucks product, information about the product becomes important to me.</li><li>2. In choosing Starbucks product, I will choose the best alternative in my opinion.</li><li>3. I use social media to get information about Starbucks product.</li></ol>

## **Section 1**

Halo!

Perkenalkan, nama saya Benjamin Roland Wijaya dari Fakultas Bisnis dan Ekonomika, Program Studi Manajemen Internasional, Universitas Atma Jaya Yogyakarta. Saya sedang melakukan pengumpulan data untuk Skripsi saya dengan judul “The Influence of Viral Marketing and Social Media Marketing in Starbucks brand on Purchase Decision”

Dalam kuisisioner ini, saya membutuhkan responden dengan kriteria :

1. Merupakan followers (pengikut) pada salah satu media sosial yang di miliki Starbucks
2. Pernah melihat iklan dari Starbucks yang tersebar di media sosial

Saya memohon kesediaan teman-teman semua untuk mengisi kuisisioner yang ada di bawah ini dengan benar dan sebaik mungkin. Seluruh data dan informasi yang telah di berikan saya jamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Sekian dari saya, terima kasih!

Apakah anda menjadi follower/mengikuti media social resmi Starbucks?

Ya/Tidak

## **Section 2**

### **Screening Questions**

Pernah melihat konten dari sosial media resmi Starbucks?

Ya/Tidak

## **Section 3**

### **Demographic**

Jenis kelamin?

Laki-laki/Perempuan

Usia

- a. <15 tahun
- b. 16-20 tahun
- c. 21-25 tahun
- d. 26-30 tahun
- e. >31 tahun



Penghasilan Perbulan\*

- a. < Rp 1.000.000
- b. Rp 1.000.001 - Rp 2.000.000
- c. Rp 2.000.001 - Rp 3.000.000
- d. > Rp 3.000.001

**Section 3**

**Viral Marketing**

Berikut ini adalah keterangan yang akan membantu anda untuk menjawab pertanyaan-pertanyaan dibawah

1=sangat tidak setuju

2=tidak setuju

3=netral

4=setuju

5=sangat

No	Research Indicator	Scale				
1	Adanya hubungan antara Starbucks dan konsumen pada media sosial	1	2	3	4	5
2	Saya memiliki keingin tahuan mengenai konten Starbucks yang ada di sosial media	1	2	3	4	5
3	Saya memiliki insensitas tinggi dalam mengakses account sosial media Starbucks.	1	2	3	4	5
	Saya Menyampaikan informasi tentang produk Starbucks kepada konsumen media sosial lainnya	1	2	3	4	5

## Section 4

### Social Media Marketing

Berikut ini adalah keterangan yang akan membantu anda untuk menjawab pertanyaan-pertanyaan dibawah

1=sangat tidak setuju

2=tidak setuju

3=netral

4=setuju

5=sangat setuju

No	Research Indicator	Scale				
1	Saat mengakses media sosial Starbucks, saya berinteraksi dengan orang lain	1	2	3	4	5
2	Saat mengakses media sosial Starbucks, saya tertarik untuk membagikannya kepada orang lain.	1	2	3	4	5
3	Saat mengakses media sosial Starbucks, saya merasa konten yang dibagikan dapat menghibur.	1	2	3	4	5

## Section 5

### Purchase Decision

Berikut ini adalah keterangan yang akan membantu anda untuk menjawab pertanyaan-pertanyaan dibawah

1=sangat tidak setuju

2=tidak setuju

3=netral

4=setuju

5=sangat setuju

No	Research Indicator	Scale				
1	Dalam memilih produk Starbucks, informasi mengenai produk menjadi penting bagi saya	1	2	3	4	5
2	Dalam memilih produk Starbucks, saya akan memilih alternatif terbaik menurut saya	1	2	3	4	5
3	Saya menggunakan media sosial untuk mendapatkan informasi tentang produk Starbucks	1	2	3	4	5

# The Influence of Viral Marketing and Social Media Marketing in Starbucks Brand On Consumer Purchase Decision

Halo!

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Dalam kuisisioner ini, saya membutuhkan responden dengan kriteria :


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2. Pernah melihat iklan dari Starbucks yang tersebar di media sosial

Saya memohon kesediaan teman-teman semua untuk mengisi kuisisioner yang ada di bawah ini dengan benar dan sebaik mungkin.

Seluruh data dan informasi yang telah di berikan saya jamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian. Sekian dari saya, terima kasih!

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[benjaminroland23@gmail.com](mailto:benjaminroland23@gmail.com) [Switch account](#) 

 Not shared

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\* Indicates required question

Apakah anda menjadi follower/mengikuti media social resmi Starbucks? \*

Tidak

Ya

# The Influence of Viral Marketing and Social Media Marketing in Starbucks Brand On Consumer Purchase Decision

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Not shared

\* Indicates required question

## Screening Questions

Pernah melihat konten dari sosial media resmi Starbucks? \*

- Ya
- Tidak

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# The Influence of Viral Marketing and Social Media Marketing in Starbucks Brand On Consumer Purchase Decision

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Not shared

\* Indicates required question

## Demographic

Jenis Kelamin \*

Laki-laki

Perempuan

Usia \*



- <15 tahun
- 16-20 tahun
- 21-25 tahun
- 26-30 tahun
- >31 tahun

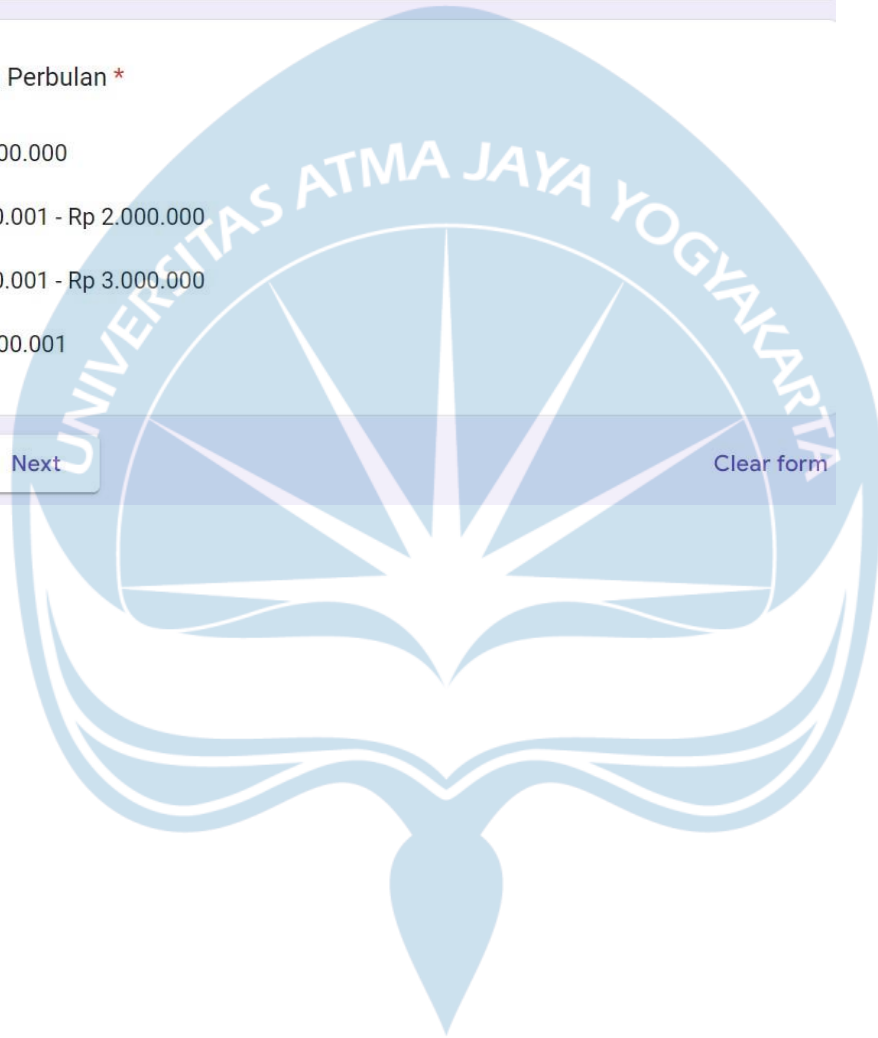
Penghasilan Perbulan \*

- < Rp 1.000.000
- Rp 1.000.001 - Rp 2.000.000
- Rp 2.000.001 - Rp 3.000.000
- > Rp 3.000.001

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## Viral Marketing

Berikut ini adalah keterangan yang akan membantu anda untuk menjawab pertanyaan-pertanyaan dibawah

1=sangat tidak setuju

2=tidak setuju

3=netral

4=setuju

5=sangat setuju

Adanya hubungan antara Starbucks dan konsumen pada media sosial \*

1      2      3      4      5

Sangat Tidak Setuju                                    Sangat Setuju

Saya memiliki keingin tahuan mengenai konten Starbucks yang ada di sosial media \*

1      2      3      4      5

Sangat Tidak Setuju      Sangat Setuju

Saya memiliki insensitas tinggi dalam mengakses account sosial media Starbucks. \*

1 2 3 4 5  
Sangat Tidak Setuju      Sangat Setuju

Saya Menyampaikan informasi tentang produk Starbucks kepada konsumen media sosial lainnya \*

1 2 3 4 5  
Sangat Tidak Setuju      Sangat Setuju

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## Social Media Marketing

Berikut ini adalah keterangan yang akan membantu anda untuk menjawab pertanyaan-pertanyaan dibawah

1=sangat tidak setuju

2=tidak setuju

3=netral

4=setuju

5=sangat setuju

Saat mengakses media sosial Starbucks, saya berinteraksi dengan orang lain \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saat mengakses media sosial Starbucks, saya tertarik untuk membagikannya kepada orang lain. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saat mengakses media sosial Starbucks, saya merasa konten yang dibagikan dapat menghibur. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

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## Purchase Decision

Berikut ini adalah keterangan yang akan membantu anda untuk menjawab pertanyaan-pertanyaan dibawah

1=sangat tidak setuju

2=tidak setuju

3=netral

4=setuju

5=sangat setuju

Dalam memilih produk Starbucks, informasi mengenai produk menjadi penting bagi saya \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Dalam memilih produk Starbucks, saya akan memilih alternatif terbaik menurut saya \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya menggunakan media sosial untuk mendapatkan informasi tentang produk Starbucks \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

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# Attachment 2. Raw Data

## Validity Test

1	Novel/mengikuti media sentren dari sosial media	Jenis Kelamin	Usia	Penghasilan Perbulan	X11	X12	X13	X14	X21	X22	X23	Y1	Y2	Y3	X1	X2	Y	
2	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	4	4	4	3	4	4	3	3	3	15	11	9	
3	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	5	5	5	5	5	5	4	5	4	20	15	13	
4	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	1	1	1	2	1	1	2	2	2	5	3	6	
5	Ya	Ya	Laki-laki	26-30 tahun	> Rp.3.000.001	3	3	3	2	3	2	3	2	2	11	8	7	
6	Ya	Ya	Laki-laki	21-25 tahun	1.000.001-Rp.2.000.000	5	4	5	3	4	4	3	4	4	5	17	11	13
7	Ya	Ya	Perempuan	26-30 tahun	2.000.001-Rp.3.000.000	2	1	2	3	2	1	1	3	1	1	8	4	5
8	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	4	4	3	3	3	4	4	3	3	4	14	11	10
9	Ya	Ya	Perempuan	16-20 tahun	1.000.001-Rp.2.000.000	5	4	4	4	4	4	5	5	4	5	17	13	14
10	Ya	Ya	Perempuan	26-30 tahun	2.000.001-Rp.3.000.000	2	2	2	2	2	2	1	1	2	8	5	5	
11	Ya	Ya	Laki-laki	21-25 tahun	> Rp.3.000.001	3	3	2	3	3	3	2	3	3	11	8	9	
12	Ya	Ya	Laki-laki	21-25 tahun	1.000.001-Rp.2.000.000	3	5	4	4	3	5	5	4	5	16	13	14	
13	Ya	Ya	Perempuan	<15 tahun	< Rp.1.000.000	1	2	3	2	2	1	2	1	3	2	8	5	6
14	Ya	Ya	Laki-laki	21-25 tahun	< Rp.1.000.000	3	4	3	4	3	3	4	3	4	4	14	10	11
15	Ya	Ya	Laki-laki	16-20 tahun	2.000.001-Rp.3.000.000	4	5	4	5	4	5	4	4	4	5	18	13	13
16	Ya	Ya	Laki-laki	21-25 tahun	2.000.001-Rp.3.000.000	1	2	2	2	1	2	1	1	1	7	4	3	
17	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	3	2	3	2	2	3	2	3	3	10	7	8	
18	Ya	Ya	Perempuan	16-20 tahun	> Rp.3.000.001	5	5	3	4	4	4	3	5	4	3	17	11	12
19	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	3	1	2	1	1	1	1	1	3	2	7	3	6
20	Ya	Ya	Laki-laki	21-25 tahun	2.000.001-Rp.3.000.000	4	4	4	4	3	4	4	4	4	3	16	11	11
21	Ya	Ya	Laki-laki	26-30 tahun	> Rp.3.000.001	4	5	5	5	5	4	4	5	5	4	19	13	14
22	Ya	Ya	Perempuan	21-25 tahun	> Rp.3.000.001	1	2	2	1	1	2	2	1	1	7	4	4	
23	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	2	3	3	2	2	2	2	2	2	3	10	6	7
24	Ya	Ya	Perempuan	>31 tahun	> Rp.3.000.001	3	3	3	3	3	3	4	3	3	12	10	11	
25	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	3	1	2	3	1	3	1	3	2	3	9	5	8
26	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	4	3	3	4	4	4	4	4	4	3	14	12	11
27	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	5	5	4	5	5	5	4	5	5	5	19	14	15
28	Ya	Ya	Laki-laki	16-20 tahun	1.000.001-Rp.2.000.000	2	2	1	2	2	2	1	2	2	1	7	5	5
29	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	2	3	3	2	3	3	3	3	3	10	9	9	
30	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	3	4	3	5	4	4	3	3	4	3	15	11	10
31	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	3	1	1	1	2	2	3	2	1	3	6	7	6

1	di follow/mengikuti media soonen dari sosial media	Jenis Kelamin	Usia	Penghasilan Perbulan	X11	X12	X13	X14	X21	X22	X23	Y1	Y2	Y3	X1	X2	Y	
3	Ya	Ya	Laki-laki	21-25 tahun	> Rp.3.000.001	3	5	4	3	5	4	4	5	4	4	15	13	13
4	Ya	Ya	Laki-laki	21-25 tahun	2.000.001-Rp.3.000.000	4	4	4	4	4	4	4	4	4	4	16	12	12
5	Ya	Ya	Perempuan	21-25 tahun	> Rp.3.000.001	3	5	5	3	5	5	5	5	5	16	15	15	
6	Ya	Ya	Laki-laki	16-20 tahun	< Rp.1.000.000	2	4	4	4	4	4	4	4	4	4	14	12	12
7	Ya	Ya	Perempuan	16-20 tahun	1.000.001-Rp.2.000.000	4	4	4	4	4	4	4	4	4	4	16	12	12
8	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	4	5	4	4	5	4	4	4	4	5	17	13	13
9	Ya	Ya	Perempuan	21-25 tahun	> Rp.3.000.001	5	4	4	4	5	4	4	4	5	17	13	14	
10	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	4	4	3	4	4	4	4	4	5	15	12	14	
11	Ya	Ya	Perempuan	21-25 tahun	> Rp.3.000.001	4	4	4	4	4	4	4	4	4	4	16	12	12
12	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	5	4	3	4	4	4	3	4	5	4	16	11	13
13	Ya	Ya	Laki-laki	21-25 tahun	2.000.001-Rp.3.000.000	5	4	5	4	5	4	5	5	4	5	18	14	14
14	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	4	4	5	4	4	5	3	4	4	5	17	12	13
15	Ya	Ya	Laki-laki	21-25 tahun	> Rp.3.000.001	4	4	4	4	4	4	4	4	4	4	16	12	12
16	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	4	4	3	4	4	3	2	4	4	4	15	9	12
17	Ya	Ya	Laki-laki	21-25 tahun	2.000.001-Rp.3.000.000	4	5	3	5	5	3	3	4	4	4	17	11	12
18	Ya	Ya	Perempuan	16-20 tahun	< Rp.1.000.000	4	4	3	4	4	4	4	4	4	4	15	12	12
19	Ya	Ya	Perempuan	16-20 tahun	< Rp.1.000.000	5	4	4	3	4	4	4	4	4	4	16	12	12
20	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	4	4	1	5	3	3	2	4	3	14	8	11	
21	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	4	4	4	4	4	4	4	4	4	4	16	12	12
22	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	5	5	3	4	4	4	4	4	4	4	17	12	12
23	Ya	Ya	Laki-laki	21-25 tahun	1.000.001-Rp.2.000.000	4	4	4	4	4	4	3	4	4	4	16	11	12
24	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	4	4	5	4	4	4	4	4	4	4	17	12	12
25	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	5	5	5	5	5	5	5	5	5	20	15	15	
26	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	4	4	4	4	4	4	4	4	4	5	16	12	13
27	Ya	Ya	Perempuan	26-30 tahun	> Rp.3.000.001	4	5	3	5	5	5	5	4	4	4	17	15	12
28	Ya	Ya	Laki-laki	16-20 tahun	1.000.001-Rp.2.000.000	5	5	5	5	5	5	5	5	5	20	13	15	
29	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	5	5	5	2	5	5	5	5	5	17	15	15	
30	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	5	5	5	5	5	5	5	5	5	20	15	15	
31	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	4	4	3	2	2	3	5	3	4	13	9	12	
32	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	4	4	4	5	4	4	4	4	4	4	17	12	12
33	Ya	Ya	Laki-laki	26-30 tahun	2.000.001-Rp.3.000.000	4	4	4	4	4	4	4	4	4	5	16	12	13
34	Ya	Ya	Perempuan	21-25 tahun	2.000.001-Rp.3.000.000	4	4	4	4	4	4	4	4	4	4	16	12	12
35	Ya	Ya	Laki-laki	26-30 tahun	> Rp.3.000.001	4	4	4	4	4	5	5	4	5	4	16	14	13
36	Ya	Ya	Laki-laki	21-25 tahun	1.000.001-Rp.2.000.000	5	5	4	4	4	4	4	4	4	4	18	12	12
37	Ya	Ya	Perempuan	26-30 tahun	2.000.001-Rp.3.000.000	4	5	4	4	4	5	5	4	4	4	17	14	12
38	Ya	Ya	Laki-laki	>31 tahun	> Rp.3.000.001	4	5	5	4	4	4	4	4	4	4	18	12	12
39	Ya	Ya	Perempuan	16-20 tahun	1.000.001-Rp.2.000.000	4	4	5	4	4	4	5	4	4	4	17	13	12
40	Ya	Ya	Perempuan	26-30 tahun	2.000.001-Rp.3.000.000	4	4	4	4	4	5	4	4	4	4	16	13	12



1	id	follovertmgulung	media	soonten	dari	social	media	Jenis	Kelamin	Usia	Penghasilan	Pebulan	X11	X12	X13	X14	X2,1	X2,2	X2,3	Y1	Y2	Y3	X1	X2	Y
41	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	4	4	4	4	4	4	4	3	5	16	12	12
42	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	4	4	4	3	4	4	4	4	4	4	4	15	12	12
43	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	< 15 tahun	< Rp 1.000.000	< Rp 1.000.000	4	4	5	4	4	4	5	4	5	4	4	17	13	13
44	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	< Rp 1.000.000	< Rp 1.000.000	4	5	4	4	5	4	5	4	5	4	5	17	14	13
45	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	16-20 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	4	4	5	4	4	4	4	5	4	17	13	13
46	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	4	5	4	5	4	4	5	2	5	5	17	13	12
47	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	26-30 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	4	3	4	4	4	4	4	5	4	15	12	13
48	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	16-20 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	4	4	4	4	4	3	4	4	3	16	12	10
49	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	3	3	5	5	4	5	3	4	15	14	12	
50	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	4	4	5	4	5	4	4	4	4	17	14	12
51	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	3	4	5	3	4	4	5	5	5	15	12	14
52	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	21-25 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	3	4	4	5	4	4	4	5	5	15	13	13
53	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	3	4	5	4	4	4	5	4	15	13	13	
54	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	5	5	3	5	5	4	3	4	4	4	18	12	12	
55	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	5	5	5	5	5	5	5	5	5	5	20	15	15	
56	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	> Rp 3.000.001	> Rp 3.000.001	4	5	4	5	4	4	4	5	4	4	18	12	13	
57	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	5	3	5	4	5	5	4	4	5	4	17	14	13	
58	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	4	4	5	5	5	5	5	4	4	17	15	13	
59	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	5	4	4	4	4	5	5	5	5	4	17	14	13	
60	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	> Rp 3.000.001	> Rp 3.000.001	5	5	5	5	5	4	4	4	5	4	20	13	13	
61	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	5	4	3	5	4	5	4	4	3	5	17	13	12	
62	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	4	4	5	4	5	4	4	5	5	4	17	13	14	
63	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	3	3	4	4	5	5	4	5	5	4	14	14	14	
64	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	5	5	5	4	4	4	4	4	5	5	19	12	14	
65	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	4	5	4	4	5	5	5	4	4	5	17	15	13	
66	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	5	4	3	3	3	5	5	4	4	5	15	13	13	
67	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	5	4	5	4	5	5	5	5	17	14	15	
68	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	5	4	5	5	5	3	3	3	4	5	19	11	12	
69	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	> Rp 3.000.001	> Rp 3.000.001	5	5	4	4	4	5	5	5	5	4	18	14	14	
70	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	3	4	4	3	4	4	4	4	4	3	14	12	11	
71	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	> Rp 3.000.001	> Rp 3.000.001	5	4	5	4	4	5	5	5	5	5	18	14	15	
72	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	4	4	4	4	4	4	4	5	4	16	12	13	
73	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	5	5	4	4	4	4	5	4	5	19	13	13		
74	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	> Rp 3.000.001	> Rp 3.000.001	4	4	4	4	5	4	4	3	4	4	16	13	11	
75	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	4	4	5	4	5	4	4	4	17	14	12	
76	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	3	3	4	4	4	4	4	4	4	4	14	12	12	
77	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	4	4	3	4	5	3	4	5	17	12	12	
78	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	3	4	4	3	4	4	5	16	11	12		
79	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	4	4	3	3	4	4	5	3	3	4	14	13	10	
80	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	21-25 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	4	3	2	4	4	4	4	4	4	3	13	12	11	

1	id	follovertmgulung	media	soonten	dari	social	media	Jenis	Kelamin	Usia	Penghasilan	Pebulan	X11	X12	X13	X14	X2,1	X2,2	X2,3	Y1	Y2	Y3	X1	X2	Y
81	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	3	4	3	5	4	4	5	3	3	4	15	13	10	
82	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	5	3	5	5	4	5	4	5	4	17	14	11	
83	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	< Rp 1.000.000	< Rp 1.000.000	3	5	4	3	3	3	5	2	3	5	15	11	10	
84	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	16-20 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	3	4	2	3	5	4	5	3	4	4	12	14	11	
85	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	4	3	3	5	4	4	4	4	3	14	13	11	
86	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	21-25 tahun	> Rp 3.000.001	> Rp 3.000.001	3	5	4	5	5	4	5	3	5	4	17	14	12	
87	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	26-30 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	3	5	4	5	4	4	5	4	5	4	17	13	13	
88	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	4	5	4	5	5	3	4	3	4	4	18	12	11	
89	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	4	5	3	3	4	3	5	2	5	5	15	12	12	
90	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	4	5	3	3	4	2	4	2	3	4	15	10	9	
91	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	4	5	4	3	4	4	4	2	4	5	16	12	11	
92	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	4	5	3	3	4	3	3	5	3	3	15	10	11	
93	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	4	5	4	5	5	4	5	4	5	4	15	14	13	
94	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	16-20 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	4	5	5	4	5	5	4	3	3	5	18	14	11	
95	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	5	5	4	3	4	4	5	3	4	5	17	13	12	
96	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Laki-laki	16-20 tahun	2.000.001 - Rp 3.000.000	2.000.001 - Rp 3.000.000	4	3	3	4	4	5	5	4	3	5	14	14	12	
97	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	4	5	3	4	5	4	5	3	4	5	16	14	12	
98	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	16-20 tahun	< Rp 1.000.000	< Rp 1.000.000	3	5	4	4	4	4	5	4	2	5	16	13	11	
99	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	> 31 tahun	> Rp 3.000.001	> Rp 3.000.001	4	5	3	3	5	4	4	3	5	5	15	13	11	
100	Ya	Ya	Ya	Ya	Ya	Ya	Ya	Perempuan	21-25 tahun	1.000.001 - Rp 2.000.000	1.000.001 - Rp 2.000.000	4	5	3	4	4	4	5	4	3	4				

128	Ya	Ya	Laki-laki	21-25tahun	2.000.001-Rp.3.000.000	4	4	4	5	4	5	4	4	4	4	17	13	12
129	Ya	Ya	Laki-laki	26-30tahun	2.000.001-Rp.3.000.000	5	5	5	5	5	5	5	5	5	5	20	15	15
130	Ya	Ya	Perempuan	<15tahun	<Rp.1000.000	5	4	5	4	5	4	5	4	4	5	18	14	13
131	Ya	Ya	Perempuan	21-25tahun	>Rp.3.000.001	4	4	3	4	4	5	4	5	4	4	15	13	13
132	Ya	Ya	Laki-laki	16-20tahun	1000.001-Rp.2.000.000	5	3	3	4	4	3	4	5	3	5	15	11	15
133	Ya	Ya	Laki-laki	>31tahun	>Rp.3.000.001	3	3	3	3	3	3	3	4	3	2	12	9	9
134	Ya	Ya	Laki-laki	>31tahun	>Rp.3.000.001	3	3	3	4	4	5	3	4	1	3	13	12	8
135	Ya	Ya	Perempuan	21-25tahun	1000.001-Rp.2.000.000	4	3	3	4	2	4	2	4	4	2	14	8	10
136	Ya	Ya	Laki-laki	26-30tahun	1000.001-Rp.2.000.000	4	4	4	4	4	4	4	5	5	4	16	12	14
137	Ya	Ya	Laki-laki	21-25tahun	2.000.001-Rp.3.000.000	4	4	3	5	4	3	4	4	5	4	16	11	13
138	Ya	Ya	Perempuan	>31tahun	>Rp.3.000.001	5	4	4	4	5	5	5	5	5	5	17	15	15
139	Ya	Ya	Laki-laki	21-25tahun	>Rp.3.000.001	5	5	4	5	4	5	5	5	5	5	19	13	15
140	Ya	Ya	Laki-laki	21-25tahun	>Rp.3.000.001	4	4	5	3	3	2	4	4	4	5	16	9	15
141	Ya	Ya	Laki-laki	21-25tahun	>Rp.3.000.001	4	4	4	4	4	4	4	4	4	4	16	12	12
142	Ya	Ya	Laki-laki	21-25tahun	>Rp.3.000.001	5	5	5	5	5	5	5	5	5	5	20	15	15
143	Ya	Ya	Perempuan	<15tahun	<Rp.1000.000	4	4	4	4	4	4	4	5	4	5	16	12	14
144	Ya	Ya	Laki-laki	26-30tahun	2.000.001-Rp.3.000.000	4	5	3	5	5	3	4	4	4	4	17	13	12
145	Ya	Ya	Laki-laki	26-30tahun	>Rp.3.000.001	4	5	5	4	4	5	4	4	3	5	18	13	12
146	Ya	Ya	Laki-laki	16-20tahun	2.000.001-Rp.3.000.000	3	3	3	3	4	4	4	4	4	4	12	12	12
147	Ya	Ya	Laki-laki	26-30tahun	>Rp.3.000.001	5	5	4	5	5	5	5	5	5	5	19	15	15
148	Ya	Ya	Laki-laki	26-30tahun	>Rp.3.000.001	5	5	4	4	5	5	5	5	4	5	18	15	14
149	Ya	Ya	Laki-laki	21-25tahun	2.000.001-Rp.3.000.000	4	4	4	4	4	4	4	4	4	4	16	12	13
150	Ya	Ya	Laki-laki	21-25tahun	>Rp.3.000.001	4	5	4	4	5	4	4	4	5	17	13	13	
151	Ya	Ya	Laki-laki	26-30tahun	>Rp.3.000.001	4	4	4	4	4	5	5	4	5	4	16	14	13

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## The Influence Of Viral Marketing And Social Media Marketing On Instagram Adds Purchase Decisions

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### *Abstract*

The purpose of this study is to ascertain how viral marketing and social media advertising impact consumers' purchasing choices on the Instagram Adds platform. The study's sample is made up of Instagram Adds users. The 159 respondents who were sampled were employed in a purposive sampling procedure to get samples. Tests of validity and dependability were run on the research data. The hypothesis test in this study used multiple linear regression tests. According to the conclusions of the first hypothesis test, the test results show that (1) Viral marketing increases purchasing behaviour on the Instagram Adds platform. (2) The results of the testing of the second hypothesis show that social media marketing has an effect on consumers' decisions to make purchases through the Instagram Adds platform.

**Keywords:** *Viral Marketing, Social Media Marketing , And Decision Purchase .*

### **Abstrak**

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana viral marketing dan social media advertising mempengaruhi pilihan pembelian konsumen pada platform Instagram Adds. Sampel penelitian terdiri dari pengguna Instagram Adds. Sebanyak 159 responden yang menjadi sampel dipekerjakan dengan prosedur purposive sampling untuk mendapatkan sampel. Uji validitas dan dependabilitas dilakukan terhadap data penelitian. Uji hipotesis dalam penelitian ini menggunakan uji regresi linier berganda. Berdasarkan kesimpulan uji hipotesis pertama, hasil pengujian menunjukkan bahwa (1) Viral marketing meningkatkan perilaku pembelian pada platform Instagram Adds. (2) Hasil pengujian hipotesis kedua menunjukkan bahwa social media marketing berpengaruh terhadap keputusan konsumen untuk melakukan pembelian melalui platform Instagram Adds.

**Kata Kunci:** Viral Marketing, Social Media Marketing, Dan Keputusan Pembelian.

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## **INTRODUCTION**

Complete implementation in time The foundation of RE 4.0 is the existence of a substitute for the power man to power machine in an automated manner throughout the activity process of society and industry. This causes the more rapid growth of Internet technologies. RE 4.0 transforms the internet into a tool for everyday business transactions as well as a means of global connectivity. The internet's contribution to advancement in the marketing industry, particularly in terms of product advertising, is a result of improvement in technology and information. It is certain that development will have an impact on numerous profits brought in by product placement and advertising. When compared to a parameter where there was previously any conventional marketing, this issue also generated an increase in power to utilise or effectiveness and efficiency marketing. The rise of the internet has had an impact on media campaigns, enhancing their efficacy in promoting goods and topics. This occurred as a result of the Internet's ability to relate to and exchange messages in two directions using responsive media (Reyes, 2013). The internet, specifically digital platforms, is one of them from a media marketing perspective.

Appearance model businesses employ digital platforms that can help them grow both in terms of scale and consumer base by utilising the internet. Due to their ease of use and availability in a way that is free for users, digital platforms are now well recognised to the general public. platforms digital that also offer media advertising and goods sales for easily recognised or referred to by viral advertisements. modelling initiatives for digital platform work initiatives This has the potential to alter society, the economy, and business in specific ways (Setiawan, 2018). Instagram Adds is one of the platforms that is now popular. Instagram includes a moment. The public is currently using this as the centre of their attention. which application may be used To create and watch original short videos from China experience enhance user in a way that is quickly in many countries, including in Indonesia. Instagram Adds is an application that may be used to make, watch, and share brief films with set durations. Application Instagram Adds also offers a number of features that allow users to edit videos with animation, writing, addition decal, and a variety of sophisticated special effects that can insert background music (Massie, 2020). As a result, users can use Instagram Adds to create original content as content creators. Not infrequently, users use Instagram Adds to advertise products with a lift theme. This practise is known as viral marketing on Instagram Adds.

Viral marketing refers to situations that are now hotly debated and then leveraged by marketers in a marketing plan, in order for the message intended by marketing to quickly and easily spread throughout a large geographic area. A product or brand can be introduced using viral marketing, which can also increase sales. Marketers have two options for increasing sales: making a product go viral or adopting a popular trend. Viral marketing is regarded as a tool for effective marketing at current time. Marketers should use all social media marketing tools, particularly Instagram ads, to boost their companies' productivity and capabilities (Rani and Nuriyati, 2020). Social media marketing is the use of social media for advertising. Social media marketing is a technique for advertising that focuses on using social media. One component that may be influential to a method that pushes marketers to operate promotion past website, service, or product through channel social online media is social media marketing (Mileva and Fauzi, 2018). The primary distinction between viral marketing and social media marketing Viral marketing focuses on something that was seen to be viral at the moment, whereas social media marketing focuses on employment of social deep medium marketing. The second topic is one that researchers find intriguing since it has the power to sway both current and potential buyers of a product.

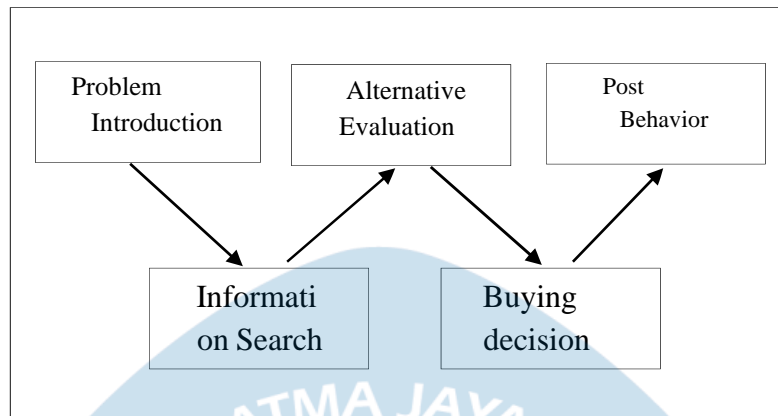
Purchase decisions are made based on engaging marketing campaigns that catch consumers' attention, therefore interest in a product will be present once a person has access to sufficient amounts of relevant data. Therefore, customer decision-making regarding purchases is influenced by provided products, technologies, media, and promotions. it may cause potential buyers to behave in predictable ways. Candidate buyers may choose to purchase a specific product after viewing or hearing content that offers various types of information, news, stories, or other intriguing material and that prompts a response (response) in order to choose the particular product to be purchased (Rani and Nuriyati, 2020).

## **REVIEW REFERENCES**

According to Kotler And Armstrongs (2004) decision purchase is step final for buyer in decide For do transaction purchase . Make decision purchase is stage Where buyer has set choice And do purchase on waiter or goods Which aim , as well as use it . Purchasing decisions can too interpreted as something provision done \_ buyer when buy something initial product with understanding will his needs and wants . Purchase decision is action consumer buy or nope to something goods and or desired service , stage This Also show If a buyer truly do process shopping ( Awaluddin and Sukmono , 2020).



According to Syafii (2021) the process of making decision purchase consists top five stages that is as following :



**Picture 1. Process Making Decision**

Source : ( Syafii , 2021)

Step First in process making decision is introduction problem or usually realize that consumer need or want something . After feel own need or desire , they will look for information related with required product or wanted . Then consumers evaluate information Which There is so that find product Which felt most appropriate and did decision buy product the . After buying product usually There is behavior post purchase or feedback like buy repeat or the other .

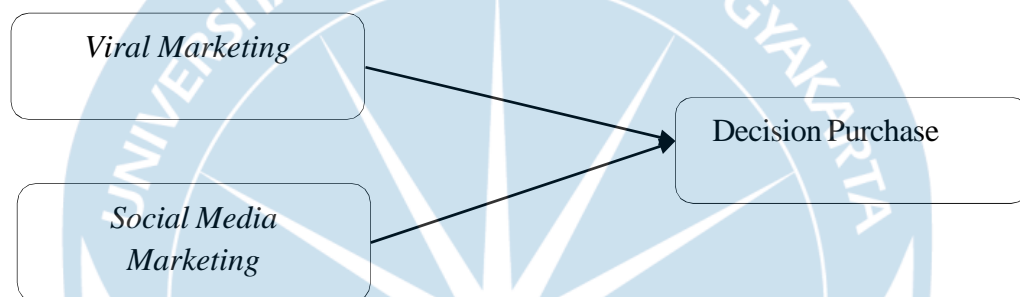
Introduction problem until with decision purchase can influenced by factors external or from outside one of them influenced by marketing . Marketers should use something viral or a viral marketing strategy to make it easy known to buyers so that influence decision made that is buy marketed products . Viral marketing strategy ( viral marketing) considered capable affect decision purchase . Things that can speed up something become viral is liveliness user media social . Various variety user participate take part in make it viral something product with liveliness they as user means . Process Which done user the can relieve And become opportunity transmission information And interest communication . Something will went viral when interesting user and many accessed by the user , therefore That marketers must smart in analyze viral marketing so caused appa decision purchase consumer . When marketing is made managed to go viral eating will There is liveliness user in media social consumer And with easy user talk about product or brand that will bought , fine information price nor quality . liveliness user on social media consumer will make consumer easy in decide . Research results Hidayati (2018) states viral influential marketing

positive to decision purchase .

H1: viral marketing influential positive to decision purchase

Besides viral marketing the use of social media is also a matter important who played a role in determine product to be purchased by consumers . Application marketing on social media ( social media marketing ) is considered as step or method used fast \_ as event introduce One goods ( products ) or something services . Social media marketing carried out by marketers can influence thought somebody Which impact on decision purchase . Results study Subarkah (2018) show that social media marketing influential positive to decision purchase .

H2: social media influential marketing positive to decision purchase



**Picture 2.Models Study**

## **METHOD STUDY**

Study The scope of the Instagram Adds platform was used for this. Because Instagram Adds is a social media platform that users are increasingly adopting, all variables and research findings centre on its use. Data utilised in the study This is fundamental information obtained through purposeful sampling of a sample. Data were collected by distributing questionnaires with closed-ended questions using Google Form to adults over 15 and up to 30 because this age range was thought to be the most appropriate for an objective sample of research. In order for the responses to be meaningful, respondents were chosen at random but committed to using the Instagram Adds Platform. collected information from 159 respondents. Data was gathered, processed, and its validity, dependability, and impact were all tested. Excel and SPSS are used to process the data.

## RESULTS AND DISCUSSION

Once done testing , all question items and variables are valid and reliable shown in Table 1 and Table 2. This prove that all items questions and variables is good and worth it used in study this . After get away results testing validity and reliability , researcher do testing hypothesis For prove exists influence that is by t and F tests for see exists influence variable independent to variable dependent . Judging results hypothesis displayed on Table 3 and Table 4.

**Table 1. Results Test validity**

Variable	Items	R count	R table	Information
<i>viral marketing (X1)</i>	X1.1	0.499	0.155	Valid
	X1.2	0.247	0.155	Valid
	X1.3	0.707	0.155	Valid
	X1.4	0.729	0.155	Valid
	X1.5	0.778	0.155	Valid
	X1.6	0.676	0.155	Valid
	X1.7	0.723	0.155	Valid
	X1.8	0.775	0.155	Valid
	X1.9	0.784	0.155	Valid
Variable	Items	R count	R table	Information
<i>social Media marketing (X2)</i>	X2.1	0.712	0.155	Valid
	X2.2	0.793	0.155	Valid
	X2.3	0.785	0.155	Valid
	X2.4	0.817	0.155	Valid
	X2.5	0.679	0.155	Valid
Variable	Items	R count	R table	Information
Decision Purchase (Y)	Y1	0.820	0.155	Valid
	Y2	0.834	0.155	Valid
	Y3	0.729	0.155	Valid
	Y4	0.694	0.155	Valid
	Y5	0.692	0.155	Valid
	Y6	0.599	0.155	Valid

**Table 2. Results Reliability Test**

Variable	Cronbach alpha value	information
Viral Marketing	0,826	Reliable
Social Media Marketing	0,799	Reliable
Decision Purchase	0,822	Reliable

**Table 3. Results t test ( Influence partial )**

Variabl e	Koefisie nsi Regresi	t- hitu ng	Sig.	conclu sion
Viral Marketi ng	0,149	2,63	0,009	signific ant
Social Media Marketi ng	0,182	1,72	0,087	signific ant

**Table 4. Results F test ( Influence Simultaneous )**

F- count	F- table	MarkSignificance
42,292	2.66	0.000

Table 1 represents results testing validity on each question item in questionnaire . All question Which used in study This valid Because produce R arithmetic more big from R table . this \_ prove that all items question can describe variable Which meant . Then Table 2 represents results from testing reliability from three variables used . These three variables Reliable Because own more Cronbach Alpha scores from 0.6. this can interpreted that all question variable This can used return or can accepted in a manner general .

Table 3 represents results testing hypothesis namely the effect test in a manner partial respectively respectively variable independent to variable dependent . Variable viral marketing own level Sig as big 0.009 Which means that viral marketing influential significant to Decision Purchase pda platforms Instagram Adds. social Media Marketing has Sig level of 0.087 or below 10 % whichever researcher consider that variable social Media marketing own influence to Decision Purchase on platforms Instagram Adds. All variable independent own coefficient positive which means that \_ second variable own influence positive to variable Purchase decision . matter This supported by results other studies have stated that Viral marketing ( viral marketing ) has influence positive to decision purchase (

Ristania and Justianto , 2013).

Table 4 represents results testing influence in a manner simultaneous second variable independent to variable dependent . Sig value on testing This is 0.000 ones own meaning that variable viral marketing And social Media marketing in a manner together The same influence decisions Purchase especially on platform Instagram Adds.

## **CONCLUSION**

Based on testing and discussion that have already been made public, it can be determined that social media marketing and viral marketing both have an impact on consumer decision-making. Viral marketing has its own positive and significant influence on purchasing behaviour since it helps consumers and potential customers become familiar with products and desire to try them out. Consumers choose to purchase a product when something is thought to be viral. Marketers must be aware of the election of content that is acceptable so that user platforms because viral is generated by the frequency user discuss and interact with content. Instagram now allows users to remark on, share, or even reshare content that has been mentioned and contains marketing for a product that is intended to reach potential customers.

Social media marketing has its own impact on consumer buying decisions since it makes it simpler for consumers to find information about products. This, in turn, influences consumer purchasing behaviour. moment on social media This is really close to the public, particularly the Instagram Adds platform. If used by marketers with social media marketing, proximity will be incredibly successful in luring customers to make purchases. A buyer's decision to purchase a product may be influenced by their choice of social media, particularly if they choose Instagram ads.

Based on the two conclusions in the preceding paragraph, marketers should use social media, particularly the Instagram Adds platform, for marketing and also boosting theme marketing that goes viral or makes a product go viral so that consumers can easily remember it or even directly purchase a product that has been advertised by marketers.

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## PENGARUH VIRAL MARKETING DAN BRAND AWARENESS TERHADAP NIAT BELI MEREK KOPI KENANGAN DI KOTA SURABAYA

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### Abstract

*This study aims to examine the effect of viral marketing and brand awareness on consumer purchase intentions in the context of social media use, especially Instagram as a media marketer between companies and consumers, by providing information about the product. The sample used in this study amounted to 200 samples distributed online using Google Form. Data were analyzed using a simple linear regression method. Research results are the viral marketing and brand awareness variables positively affect buying intentions "Kopi Kenangan". Based on these results, it is recommended for "Kopi Kenangan" to provide exciting content through Instagram social media in the "Kopi Kenangan" brand promotion strategy.*

*Keywords: brand awareness; viral marketing; purchase intention.*

### PENDAHULUAN

Berkembangnya internet memengaruhi cara perusahaan memasarkan atau mempromosikan produknya. Mempromosikan suatu produk dengan cara tradisional atau konvensional masih tetap digunakan dan berfungsi hingga saat ini, namun dengan adanya internet saat ini, perusahaan lebih mudah menyebarkan informasi atau promosi pada konsumen dengan cara yang lebih santai dan mudah dipahami oleh konsumen (Sisira, 2011). Menurut hasil riset Kemp (2020), individu yang menggunakan media sosial di Indonesia mencapai 175,4 juta atau berjumlah 64% dari jumlah total seluruh populasi. Besar populasi, pesatnya pertumbuhan pengguna internet dan telepon telah memengaruhi perekonomian. Satu dari beberapa media sosial yang banyak diakses di Indonesia yakni *Instagram* merupakan platform untuk membagikan cerita pada orang lain melalui foto dan video dengan berbagai macam fitur yang ada, dari hal personal sampai berbisnis.

Penelitian ini fokus pada Kopi Kenangan *coffee shop* dengan konsep yang disukai masyarakat yaitu *grab and go* yang telah menggunakan cara *online* pada penjualannya yaitu dengan menggunakan serta mengambil manfaat dari media sosial menjadi alat guna menawarkan produknya pada konsumen. *Instagram* merubah cara berinteraksi konsumen, cara melihat suatu merek yang akibatnya *instagram* berhasil menarik 40% merek top dunia (Scissons *et al*, 2015). Sejak berdiri pada tahun 2017, Kopi Kenangan telah memiliki 80 gerai di 8 kota (Eka, 2019). Menggunakan sistem *grab and go* yang saat ini digemari oleh masyarakat urban. *Instagram* dan *Facebook* merupakan salah satu dari media sosial yang ada di Indonesia. Kopi Kenangan yang telah berdiri sejak tahun 2017 dan pesaingnya Kopi Janji Jiwa yang baru berdiri pada tahun 2018 sama-sama menggunakan *viral marketing* pada media sosial. Kopi yang paling banyak dipesan yaitu Kopi Janji Jiwa sebesar 23,6% dan Kopi Kenangan sebesar 14,2%. Sedangkan untuk media sosial *instagram* Kopi Kenangan memiliki 211.000 pengikut dan Kopi Janji Jiwa memiliki 367.000 pengikut dapat diketahui dari data tersebut bahwa Kopi Janji Jiwa lebih unggul daripada Kopi Kenangan. Mengapa Kopi Kenangan yang terjun lebih awal bisa dikalahkan oleh Kopi Janji Jiwa yang sama menggunakan strategi *viral marketing* dan *brand awareness* sebagai alat komunikasi pemasaran (Cahya, 2019).

Saat ini *viral marketing* menjadi strategi pemasaran yang digunakan untuk media sosial (Akyol, 2013). Perusahaan sangat tergantung oleh internet dan media sosial, orang akan melakukan berniat pembelian melalui media sosial saat ini (Hinz *et al.*, 2011). *Viral marketing* dan *brand awareness*

sangat efektif dan efisien untuk pemasaran saat ini yang bertujuan memberikan stimulus bagi konsumen untuk melakukan keputusan pembelian pada suatu produk. Sebagai hasilnya *viral marketing* pada internet akan menyebarluaskan berita atau informasi secara cepat dan luas (Ellison dan Boyd, 2013).

Dalam sebuah penelitian terdahulu mengatakan bahwa *viral marketing* pada media sosial *instagram* @makananjember berpengaruh signifikan pada niat beli (Kaloka, 2016). Temuan lain juga menunjukkan bahwa *viral marketing* berpengaruh positif pada niat beli dengan cara memberikan konten yang ofensif atau menarik (Liu dan Wang, 2019). *Viral marketing* juga berhasil pada kampanye “Let’s say thank you” 1,5 juta pesan dikirim pada situs web perusahaan (Klopper, 2012). Penelitian pada pisau cukur Gillette membuahkan hasil di mana lebih dari 20% konsumen adalah dari *viral marketing* (Ellison dan Boyd, 2013).

*Viral marketing* menghasilkan penyebaran informasi sesuai kebutuhan konsumen dari satu akun ke akun lainnya dari hal tersebut selain mempromosikan produk, *viral marketing* juga bermanfaat untuk menunjang suatu merek (Barichello dan Oliveira, 2010). Menurut Ukpebor dan Ipogah (2008) *brand awareness* bisa meningkatkan tingkat konsumsi konsumen karena meningkatkan keakraban antara merek dan konsumen yang diukur menggunakan pengakuan merek, pengingatan kembali merek dan ingatan pertama konsumen terhadap sebuah merek. Kebiasaan atau gaya hidup masyarakat urban dengan *coffee shop* menjadi hal yang harus diperhatikan, karena masyarakat urban saat ini menjadi sangat pemilih tentang adanya *coffee shop* di wilayah mereka untuk dijadikan tempat nongkrong (Henz, 2018). Namun masyarakat urban tidak membeli apa yang sesungguhnya mereka butuhkan melainkan untuk membeli simbol atau tanda yang ditawarkan kepada masyarakat urban tentang apa yang seharusnya dibeli (Ritzel, 2003:139). Kotler dan Armstrong (2016) mengatakan bahwa pemasaran secara online adalah pemasaran secara cepat, untuk memberikan informasi yang dibutuhkan konsumen melalui alat yaitu internet dan media sosial. Pemasaran *online* adalah upaya perusahaan guna menjual produk serta jasa dan juga menjalin ikatan dengan konsumen menggunakan internet. Alternatif dalam menjalankan promosi *online* menggunakan media sosial adalah *instagram*. Penelitian ini bertujuan untuk mengetahui adanya pengaruh *viral marketing* dan *brand awareness* terhadap niat beli Kopi Kenangan Kota Surabaya.

## KAJIAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS

### *Viral Marketing*

Menurut Hasan (2010), *viral marketing* merupakan cara penyebaran informasi yang memiliki tujuan untuk mempromosikan suatu produk melalui mulut ke mulut dengan menggunakan internet yang di mana informasi akan mudah disebar dari satu orang ke orang lain seperti virus. Menurut Camarero & San Jose (2011) *viral marketing* adalah penyebaran pesan atau informasi yang dilakukan oleh individu secara suka rela membagikan pada kontak mereka atau tidak. Dalam proses ini, semakin banyak individu yang menerima pesan maka akan semakin memengaruhi individu tersebut untuk menyebarkan kembali pesan tersebut kepada individu lainnya.

Terdapat dua jenis *viral marketing*, yaitu *organic viral marketing* dan *amplified viral marketing*. *Organic viral marketing* yaitu promosi pemasaran yang tidak terkontrol, yang menyebar di antara orang-orang (*word of mouth*) tanpa bantuan pemasar. Tren ini menggunakan biaya yang rendah yang secara dramatis dapat meningkatkan kesadaran merek, karena berasal dari komunikasi konsumen. Adapun, *amplified viral marketing* adalah kampanye pemasaran yang direncanakan secara strategis, yang dapat dikendalikan oleh pemasar melalui penelusuran hasil (Stokes, 2012). Elemen *viral marketing* menurut Wilson (2012) dalam Lekhanya (2014:216) yaitu memberikan produk dan layanan, mudah transfer ke orang lain, skalabilitas dari kecil ke yang sangat besar, eksploitasi motivasi dan perilaku, memanfaatkan sumber lain, memanfaatkan internet sebagai alat komunikasi.

Adapun dua faktor pendukung variabel *viral marketing* yaitu konsumen dan *buzz*. Konsumen yang mempunyai internet dan mempunyai hubungan dengan orang lainnya dalam hubungan interpersonal. Menurut Wiludjeng (2013), indikator *viral marketing* terdiri dari tiga hal yakni pengetahuan produk,



pejelasan informasi, dan membicarakan produk. *Viral marketing* melalui *Instagram* dapat dilakukan dengan memanfaatkan fitur-fitur yang telah disediakan oleh *Instagram*. *Advertiser* menyampaikan pesan iklan di *instagram* melalui *buzzer* yang telah dipilih. Berdasarkan pendapat para ahli di atas *viral marketing* adalah strategi pemasaran yang digunakan untuk tujuan menstimulus orang yang melihat untuk menyebarkan pesan tersebut ke orang lain mulai dari kalangan sosial teman secara nyata maupun teman di media sosial.

### **Brand Awareness**

*Brand awareness* (kesadaran merek) adalah kemampuan identifikasi seorang konsumen pada sebuah merek di kondisi yang berbeda, sekaligus bisa terjadi dengan pengenalan merek serta pengingatan kembali/ *memorize* pada sebuah merek atau *brand* (Radder dan Huang 2008). Kesadaran merek (*brand awareness*) memiliki peranan penting untuk jalannya perusahaan, konsumen cenderung memilih dan membeli merek yang telah diketahui. *Brand awareness* menggambarkan seberapa jauh merek tersebut di benak konsumen (Andrologi, 2014). Menurut Hermawan (2014:57), kesadaran merek merupakan sejauh mana seseorang untuk mengenal, mengetahui dan mengingat merek dari suatu produk yang ada. Tingkatan *brand awareness* terdiri atas *unaware of brand* *unware of brand* (tidak sadar akan *brand*) yakni potensi yang terendah, di mana konsumen tidak mengenal sama sekali *brand* tersebut. Tingkatan ini adalah tingkatan yang hendaknya dihindari oleh perusahaan. *Brand recognition* (pengenalan *brand*) merupakan kesadaran pada merek diambang bawah atau minimal, di mana konsumen akan mengingat suatu merek ketika dilakukan pengingatan kembali dengan bantuan pada merek yang disebutkan. Pada tahap ini konsumen mampu mengidentifikasi merek tetapi melalui usaha peninjauan kembali. *Brand recall* (pengingatan kembali *brand*) merupakan tingkatan *middle* pada *brand awareness* karena konsumen mampu mengingat suatu merek dengan mengingat kembali tanpa bantuan atau stimulus. Serta yang paling utama adalah *top of mind* (puncak pikiran) ingatan pertama dalam benak seseorang ketika merek disebutkan.

Pengukuran *brand awareness* menurut (Aaker dalam Duriyanto, 2004) dengan *Top of Mind* (Puncak pikiran yang paling diingat oleh konsumen). *Brand recall* (pengingatan kembali suatu merek), *brand recognition* (pengenalan merek setelah diberi bantuan), juga *unaware of brand* (tak sadar akan suatu merek). Dari beberapa pendapat ahli di atas dapat dilihat bahwa *brand awareness* merupakan sebuah tolok ukur sejauh apa konsumen mengetahui merek suatu produk.

### **Niat Beli**

Menurut Kotler (2016:200), niat beli merupakan tindakan konsumen dalam memikirkan suatu produk yang ingin dimiliki dan berdasar atas pengetahuan tentang merek tertentu. Sehingga niat merupakan suatu kecenderungan melakukan suatu tindakan untuk segera merealisasikan kegiatan pembelian yang sebenarnya. Penelitian yang dilakukan oleh (McClelland, 2016) untuk mengukur niat belimenggunakan beberapa indikator yaitu *find information about the product* (mencari informasi tentang produk), *consider buying the product* (mempertimbangkan untuk membeli produk), serta *intending to purchase* (berniat membeli produk). Berdasarkan teori serta artikel yang telah ditemukan, maka guna mengukur variabel promosi niat beli menggunakan indikator dari McClelland (2016) dan Raharjo & Sugiharto (2013) yang telah disesuaikan dengan objek penelitian.

### **Hubungan Antar Variabel**

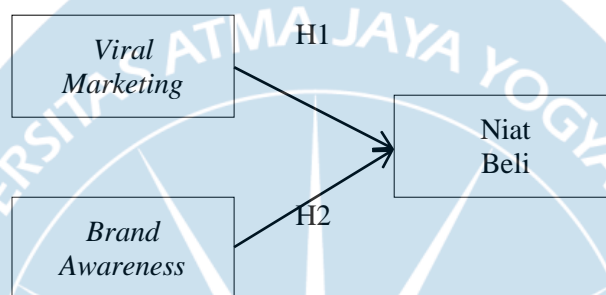
Berdasarkan Hasan (2010:42), *viral marketing* merupakan kegiatan mempromosikan suatu produk dari mulut ke mulut melalui media internet dan media sosial yang juga dikenal sebagai *e-word of mouth marketing* yang bertujuan seperti penyebaran virus, informasi akan mudah disebarkan dengan cepat dan luas oleh seseorang yang melihatnya. Penelitian terdahulu oleh Liu dan Wang (2019) menyatakan bahwa *viral marketing* berpengaruh positif terhadap niat beli. Penelitian oleh Shara Nuraini *viral marketing* pada Garlick Store membangun kepercayaan dan niat beli pada konsumen. Penelitian lain mengatakan bahwa *viral marketing* berpengaruh dalam niat beli (Vianna, 2016).

H1: Variabel *viral marketing* berpengaruh positif terhadap niat beli Kopi Kenangan Surabaya.

Menurut Hermawan (2014:57), kesadaran merek merupakan sejauh mana seseorang untuk mengenal, mengetahui dan mengingat merek dari suatu produk yang ada. Hubungan kesadaran merek, preferensi merek dan niat beli ulang menunjukkan bukan hanya niat pembelian tetapi juga untuk membangun emosional merek dan pasar konsumen (Sanaji, 2015). Penelitian lain menunjukkan bahwa konten yang dibuat perusahaan memengaruhi kesadaran merek melalui media *online* dan juga berpengaruh pada niat pembelian secara *offline* (Dabbous, 2020). Kesadaran merek berpengaruh secara tidak langsung dengan niat beli konsumen (Mehruallah, 2018).

Menurut penelitian Katja Hutter (2013), *brand awareness* berpengaruh signifikan terhadap niat beli. Penelitian Ghafoor (2013) menunjukkan signifikansi antara *brand awareness*, *brand loyalty* pada niat pembelian. Sanaji (2015) juga menemukan bahwa *brand awareness* berhubungan positif dengan niat beli. Hubungan antar variable juga dapat dilihat di Gambar 1.

H2: Variabel *brand awareness* berpengaruh positif terhadap niat beli Kopi Kenangan Surabaya.



Gambar 1. KERANGKA KONSEPTUAL

## METODE PENELITIAN

Populasi dalam penelitian ini merupakan warga kota Surabaya yang merupakan pengguna aplikasi sosial media *Instagram*. Responden yang digunakan dalam penelitian ini memiliki karakteristik berusia 17- >40 tahun. Pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik *non-probability* sampling dengan metode *judgement sampling*. Terdapat 200 responden yang diperoleh dalam pengambilan data. Pengukuran penelitian ini menggunakan *skala likert* untuk variabel *viral marketing* dan niat beli sedangkan untuk variabel *brand awareness* menggunakan teknik pengukuran dengan tiga item pertanyaan yang merujuk (Kim dan Kim, 2005). Indikator yang digunakan guna mengukur pada variabel pertama *viral marketing* (X1) menurut Sri Wiludjeng SP dan Tresna Siti Nurlela (2013:54) yaitu (1) *affection-alturism* (2) *curiosity* (3) *content consumption* (4) *content forwarding*. *Brand awareness* diukur merujuk (Kim dan Kim, 2005) dengan (1) *top of mind* (2) *brand recall* (3) *brand recognition*. Item pertanyaan 1 “Tuliskan satu merek minuman kopi kekinian yang paling anda ingat” guna mengukur *top of mind*. Item pertanyaan 2 “Selain merek tersebut sebutkan 3 merek yang paling anda ingat” guna mengukur *brand recall*. Untuk item pertanyaan 3, responden diminta agar melakukan pemilihan pada merek yang tidak mereka ketahui. Dalam hal ini terdapat 5 merek kopi yang diidentifikasi yaitu, Jokopi, Kopi Janji Jiwa, Kopi Kulo, Kopi Lain Hati, dan Katalokopi. Jawaban tiga item pertanyaan itu kemudian akan dikonvers, dengan skala 1 sampai dengan 7 poin merujuk (Kim & Kim, 2005). Merek yang telah dipilih di pernyataan ketiga diberikan nilai 1, yang artinya kurang sadar akan *brand* tersebut (*Unaware*). Apabila merek tak disebut dalam pertanyaan 1, 2, dan 3, maka diberikan skor 2. Artinya memiliki kesadaran akan *brand* tersebut (*Brand Recognize*) ataupun mampu mengingatnya dengan bantuan. Merek yang disebut pada pertanyaan 2, sesuai urutan dari atas, diberikan nilai 4, 5 juga 6. Artinya pengingatan kembali sebuah *brand* (*Brand Recall*). Merek yang disebut pada pertanyaan 1 diberikan nilai 7 adalah puncak pemikiran *brand* (*Top of Mind*).

Variabel niat beli diukur merujuk Mclelland (2016) yang terdiri dari (1) tertarik guna mencari informasi (2) mempertimbangkan guna melakukan pembelian (3) tertarik guna membeli (4) berniat untuk membeli. Penyebaran kuesioner ini menggunakan media *online* dengan menggunakan *google*

form. Teknik analisis pada penelitian ini adalah *regresi linier* berganda dengan menggunakan uji asumsi klasik yakni uji normalitas, uji multikolinieritas dan uji heterokedastisitas. Kemudian data akan diproses dengan uji hipotesis dengan menggunakan uji t.

## HASIL DAN PEMBAHASAN

### Uji Validitas dan Reliabilitas

Hasil uji validitas dan reliabilitas pada penelitian ini dinyatakan dan reliabel. Dinyatakan valid karena nilai *correlated item total* atau *r* hitung > *r* tabel dan bernilai positif sedangkan dikatakan reliabel karena nilai *cronbach's alpha* > 0,70. Adapun hasil uji validitas dan reliabilitas dapat dilihat pada tabel 1.

**Tabel 1.**  
**HASIL UJI VALIDITAS DAN RELIABILITAS**

Variabel	Pertanyaan	Corelated Item Total	Cronbach's Alpha
<i>Viral Marketing</i>	Adanya hubungan antara Kopi Kenangan dan konsumen pada media sosial Instagram	0,841	0,886
	Saya ingin tahu bagaimana konten instagram Kopi Kenangan	0,828	
	Saya memiliki insensitas tinggi dalam mengakses account instagram Kopi Kenangan	0,904	
	Saya Menyampaikan informasi tentang produk Kopi Kenangan kepada konsumen media sosial instagram	0,887	
Niat Beli	Saya tertarik untuk mencari informasi tentang Kopi Kenangan	0,831	0,863
	Saya mempertimbangkan untuk membeli Kopi Kenangan	0,795	
	Saya tertarik untuk membeli produk di Kopi Kenangan	0,89	
	Berniat untuk membeli Kopi Kenangan	0,862	

Sumber: Data diolah (2020)

### Hasil Uji Asumsi Klasik

Sebelum dilakukan uji *regresi linier*, peneliti melakukan uji asumsi klasik yang terdiri dari uji normalitas dengan nilai signifikansi 0,017, uji multikolinearitas dengan nilai VIF 1,063, uji heterokedasitas dengan nilai signifikansi variabel *brand awareness* sebesar 0,967 dan variabel *viral marketing* sebesar 0,231. Berdasarkan hasil uji asumsi klasik tersebut maka data penelitian dapat dikatakan normal serta tidak terjadi gejala multikolinieritas dan heterokedasitas sehingga layak untuk digunakan dalam uji selanjutnya. Uji kelayakan model sebesar 24,5% yang menunjukkan bahwa kontribusi model untuk hubungan struktural variabel *brand awareness* dan *viral marketing* terhadap niat beli adalah sebesar 24,5% dan 75,5% lainnya dijelaskan oleh variabel lain yang tidak termasuk dalam model penelitian.

### Karakteristik Responden

Setelah melakukan uji asumsi klasik serta dikatakan mampu memenuhi syarat penelitian, maka selanjutnya dilakukan pengujian statistik deskriptif yang digunakan untuk mengetahui karakteristik responden dalam penelitian. Karakteristik responden dalam penelitian ini dapat dilihat pada tabel 2.

Dari hasil yang telah dipaparkan dapat dilihat bahwa dari 200 responden yang telah mengisi kuesioner jenis kelamin yang mendominasi ialah perempuan yaitu sebesar 65% atau sebanyak 130 responden. Sedangkan usia menunjukkan bahwa usia 17-22 tahun sangat mendominasi dalam penelitian Kopi Kenangan. Profil pekerjaan pelajar atau mahasiswa mendominasi yaitu sebanyak 71% atau 143 responden.

### Deskripsi Variabel *Viral Marketing* dan Niat Beli



Berdasarkan hasil pengolahan data terhadap variabel *viral marketing* dan niat beli maka terdapat nilai rata-rata yaitu untuk variabel *viral marketing* 3,66 dengan *std. deviation* 1,039 sedangkan untuk



variabel niat beli sebesar 3,85 dengan *std. deviation* sebesar 0,941. Rata-rata tertinggi adalah variabel niat beli.

**Tabel 2.**  
**KARAKTERISTIK RESPONDEN**

Karakteristik		Frekuensi	Persentase (%)
Jenis Kelamin	Laki-laki	70	35 %
	Perempuan	130	65 %
Usia	17 - 22 Tahun	150	75%
	23 - 28 Tahun	46	23%
	29 - 34 Tahun	4	2%
	36 - 40 Tahun	0	0%
	>40 Tahun	0	0%
	Pekerjaan	Pelajar/ Mahasiswa	143
	Karyawan Swasta	44	22%
	Pegawai Negeri	0	0%
	Wirausaha	0	0%
	Lain-lain	13	7%

Sumber: Data diolah (2020)

**Tabel 3.**  
**HASIL UJI REGRESI**

Variabel	Koefisien Regresi	t <sub>hitung</sub>	Sig.
(Constant)	2,141	9,636	0,000
Brand_awareness	0,084	3,150	0,002
Viral_marketing	0,367	6,357	0,000

Sumber: Data diolah (2020)

### Hasil Uji Regresi

Hasil uji regresi dilihat dari nilai hasil uji parsial (uji t). Hasil uji parsial (uji t) dalam penelitian ini dapat dilihat pada tabel 3.

### Uji Hipotesis

Pengujian hipotesis menggunakan uji t parsial pada toleransi kesalahan ( $\alpha$ ) sebesar 5%. Hasil pengujian hipotesis secara parsial dengan cara membandingkan signifikansi  $t_{hitung} < \alpha$ . Suatu variabel bebas dikatakan berpengaruh terhadap variabel terikat apabila nilai signifikansi  $t_{hitung} < 0,05$ . Variabel *viral marketing* nilai  $t_{hitung}$  sebesar 6,183 dengan signifikansi  $0,002 < 0,05$ , sehingga dapat dinyatakan bahwa variabel viral marketing berpengaruh terhadap variabel niat beli (Y) di Kopi Kenangan. Variabel *brand awareness* nilai  $t_{hitung}$  sebesar 3,424 dengan signifikansi  $= 0,000 < 0,05$ , sehingga variabel *brand awareness* berpengaruh terhadap variabel niat beli di Kopi Kenangan.

Pada tabel 3, dapat dilihat bahwa nilai sig. Sebesar 0,000, artinya *brand awareness* dan *viral marketing* berpengaruh secara simultan terhadap niat beli. Karena jika  $sig < 0,05$  maka hipotesis diterima. Berdasarkan hasil output SPSS, dapat dilihat di mana nilai F hitung lebih besar dari pada nilai F tabel ( $31,915 > 3,04$ ) dengan tingkat signifikan di bawah 0,05 yaitu 0,000. Berdasarkan cara pengambilan keputusan uji simultan dalam analisis regresi menunjukkan variabel *viral marketing* dan variabel *brand awareness* signifikan terhadap niat beli kopi kenangan. Hasil uji kelayakan model padapenelitian ini menunjukkan bahwa 24,5% faktor dipengaruhi oleh *brand awareness* dan *viral marketing* sedang 75,5% lainnya dipengaruhi oleh faktor lain.

### **Pengaruh *Viral Marketing* terhadap Niat Beli**

Hasil penelitian ini menunjukkan adanya pengaruh *viral marketing* terhadap niat beli, artinya semakin menarik konten *viral marketing* yang dilakukan oleh sebuah merek maka akan meningkatkan pula niat beli konsumen terhadap merek tersebut. Hasil penelitian ini mendukung penelitian dari Liu & Wang (2019), Nuraini dan Vianna (2016) menyatakan hasil bahwa *viral marketing* berpengaruh positif terhadap niat beli. *Viral marketing* ini erat kaitannya dengan pemasaran melalui mulut ke mulut versi internet di mana konsumen satu merekomendasikan ke konsumen lainnya dengan melihat atau mendengar informasi produk Kopi Kenangan melalui media sosial. *Viral marketing* yang dilakukan oleh Kopi Kenangan pada Instagram ialah mengunggah konten yang menarik pada akun instagram milik Kopi Kenangan yang berisi informasi produk, promo produk, games dan interaksi dengan konsumen pada instagram. Pada penelitian ini variabel *viral marketing* diukur dengan menggunakan 4 indikator yakni: adanya hubungan antara Kopi Kenangan dan konsumen pada media sosial *instagram*, bagaimana konten instagram kopi Kenangan, insensitas tinggi dalam mengakses *account instagram* Kopi Kenangan, menyampaikan informasi tentang produk Kopi Kenangan kepada konsumen lainnya di dalam media sosial.

### **Pengaruh *Brand Awareness* terhadap Niat Beli**

Selanjutnya juga terdapat pengaruh positif dalam pengaruh *brand awareness* terhadap niat beli. Sehingga semakin tinggi tingkat *awareness* terhadap suatu merek atau *brand* maka akan semakin tinggi atau semakin meningkatkan niat beli terhadap merek atau *brand* tersebut. Hasil penelitian ini mendukung penelitian dari Hutter (2013) dan Ghafoor (2013) yang menyatakan hasil bahwa variabel *brand awareness* berpengaruh positif terhadap niat beli. Dalam hasil penelitian ini, tingkat *awareness* masyarakat terhadap merek Kopi Kenangan berada pada tingkat *brand recall*. Namun secara keseluruhan meski berada pada tingkat *brand recall*, hal ini masih tetap berpengaruh terhadap niat beli pada merek Kopi Kenangan. Niat beli masyarakat di era ini lebih mudah terstimulus dengan adanya internet dan media sosial. Hal tersebut terjadi karena generasi milenial saat ini cenderung menyukai hal yang instan, cepat dan mudah diakses untuk mendukung mobilitas yang tinggi. Selain didukung oleh *viral marketing* sangat bermanfaat untuk meningkatkan daya tarik seseorang terhadap merek Kopi Kenangan, hal tersebut juga menjadikan kesadaran merek masyarakat terhadap Kopi Kenangan semakin meningkat. Karena dengan adanya *viral marketing* yang digunakan oleh perusahaan untuk promosi akan mudah diakses dengan mudah dan cepat.

Selanjutnya untuk variabel *brand awareness* berpengaruh signifikan positif pada niat beli tetapi memiliki dampak lebih kecil daripada *viral marketing* terhadap niat beli sesuai hasil penelitian. Hal tersebut dikarenakan *viral marketing* lebih merangsang tingkat ketertarikan konsumen. Namun demikian *brand awareness* tetap menunjang niat beli konsumen sesuai dengan penelitian sebelumnya di mana konsumen akan membeli sebuah produk sesuai dengan pemahaman akan suatu merek (Zarlish Shahid, 2017). Dengan hal itu maka *viral marketing* dan *brand awareness* sangat berguna untuk menunjang niat beli dengan menggunakan media sosial menjadi alat guna melaksanakan promosi penjualan, melalui inovasi dan konten yang berkualitas konsumen akan tertarik dengan produk.

## **KESIMPULAN**

Penelitian ini membuktikan pengaruh positif *viral marketing* terhadap niat beli pada Kopi Kenangan dan terdapat pengaruh positif *brand awareness* terhadap niat pembelian. Terdapat implikasi teoritis pada penelitian ini yaitu bahwa variabel *viral marketing*, dan *brand awareness* berpengaruh positif pada niat beli produk. Selain itu implikasi bagi perusahaan atau pemasar adalah untuk memperhatikan konten *viral marketing* yang dapat meningkatkan daya tarik konsumen untuk melakukan pembelian. Selain itu, berdasarkan hasil penelitian, responden didominasi oleh responden dengan usia 17-22 tahun dan berprofesi sebagai pelajar/ mahasiswa sehingga perusahaan atau pemasar dapat memfokuskan promosi pasar terhadap karakteristik tersebut. Penelitian ini tidak terlepas dari banyak keterbatasan, situasi pandemi covid-19 mengakibatkan pelaksanaan penelitian tidak berjalan secara maksimal. Pengambilan data hanya dilakukan secara *online* sehingga data yang diperoleh kurang

bervariasi dan hanya didominasi oleh responden dengan rentang usia 17-22 tahun dan berprofesi sebagai pelajar/ mahasiswa.

Berdasarkan hasil penelitian, tingkat kesadaran konsumen terhadap merek Kopi Kenangan berada pada tingkat *brand recall*, satu level lebih rendah dari tingkat *top of mind* sehingga disarankan bagi pemasar agar selalu memperhatikan beberapa strategi yang dapat meningkatkan tingkat kesadaran tersebut. Hal ini dapat ditunjang dengan lebih baik lagi serta memberikan konten yang menarik lewat media sosial *instagram* dalam strategi promosi merek “Kopi Kenangan”. Penelitian selanjutnya dapat melibatkan *brand ambassador*, *influencer*, *social media* serta beberapa variabel lain yang menjadi pendorong niat beli konsumen terhadap suatu merek. Peneliti selanjutnya juga dapat meneliti merek kopi kekinian lain yang menjadi *top of mind* di benak konsumen.

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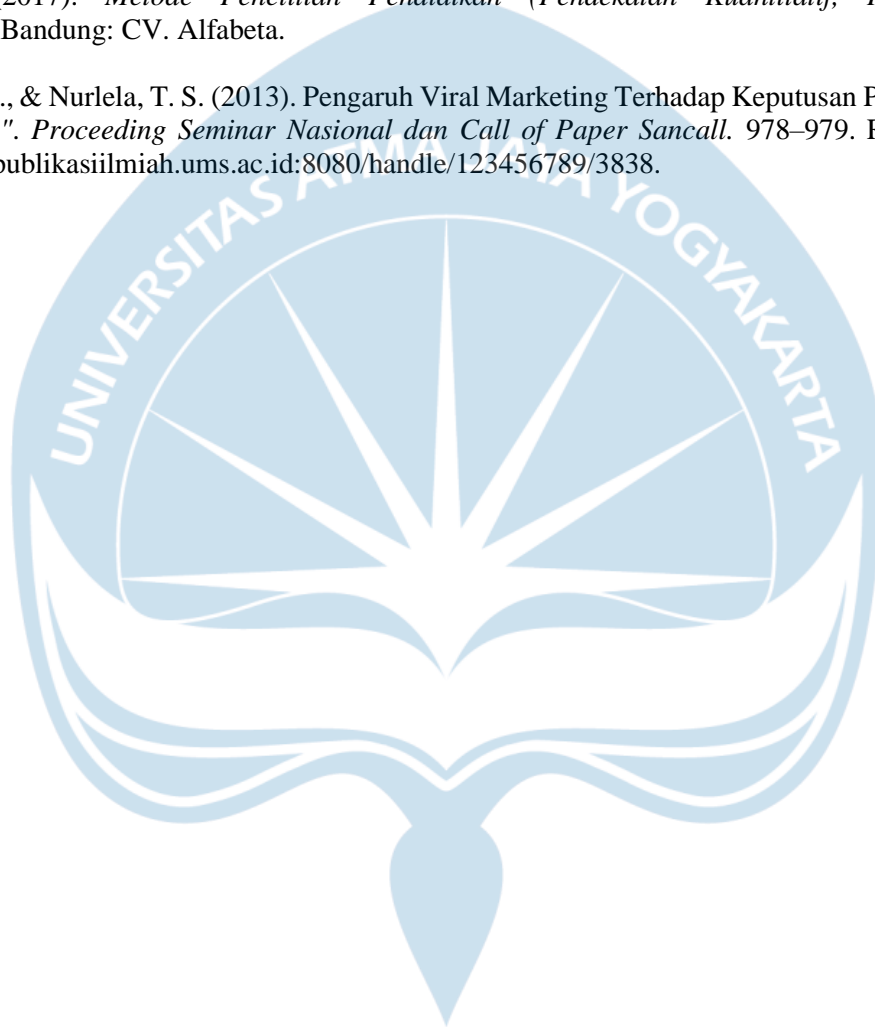


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# Analysis of the Influence of Social Media Marketing and E-WOM on Purchase Decisions Mediated by Brand Awareness and Trust at "X" Ice Cream Outlets

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## Keywords

*Social Media Marketing, Electronic Word Of Mouth, Brand Awareness, Trust, Purchase Decision.*

## ABSTRACT

With the evolution of the times, there has been a rise in the number of internet and social media users, leading to a shift from traditional marketing methods to digital marketing. The aim of

this research was to explore how social media marketing and electronic word-of-mouth (e-WOM) affect the choices made in purchasing, with brand awareness and trust serving as mediating factors. Employing a quantitative approach, an online survey was conducted with 200 participants, and data processing was carried out using SmartPLS software. The findings revealed a notable and meaningful connection was observed, showing a positive influence among social media marketing, e-WOM, and purchasing decisions, wherein brand awareness and trust played intermediary roles., specifically in "X" ice cream outlets. Notably, brand awareness and trust were identified to have a partially mediating effect concerning the connection among social media marketing, e-WOM, and purchasing decisions, this study underscores the managerial significance of improving social media marketing, e-WOM, trust, and brand awareness to positively impact purchase choices.

## INTRODUCTION

In the era of digitalization, human life cannot be separated from social media. Humans are social creatures that require interaction between individuals. Entering this digital era, interactions previously built directly are starting to switch to social media (Ansari *et al.* 2019). The development of this technology has dramatically facilitated human life for various activities, including business activities. The impact of this technology is the emergence of different creative and innovative ideas that can increase a business's competitiveness (Handi *et al.* 2018).

Based on the We Are Social survey, it is noted that Internet users in Indonesia will continue to increase from 2012 until 2023. In January 2023, the number of internet users in Indonesia will reach 212.9 million (Rizaty 2023; Clinton dan Kusuma 2023).

The increase in the number of users every year in Indonesia will undoubtedly change human lifestyles along with the times. Conventional marketing activities began to shift into digital marketing activities. Companies must adapt their marketing by switching to digital marketing activities (Upadana dan Pramudana 2020).

The emergence of the COVID-19 pandemic amid the digitalization era has various positive and negative impacts on the Indonesian people . With large-scale social restrictions, people cannot gather, gather, and carry out activities on a large scale. This impacts marketing methods that need to adapt to the times. Various companies innovate to develop creative ideas using social media for marketing needs (Saputra 2020).

We Are Social research indicates approximately 167 million social media users in Indonesia. This represents 60.4% of Indonesia's population (Widi 2023). Every individual in Indonesia is estimated to spend 7 hours 42 minutes playing social media daily, the eleventh highest in the world (Bearman *et al.* 2023).

According to We Are Social, researching products and brands is one of the main reasons humans access the Internet. The survey shows that 43.4% of humans access the internet to find a product or brand, ranking seventh as the main reason humans access the internet (We Are Social, 2023). Based on this data, using social media to conduct marketing activities is the right choice.

Based on a survey conducted by Sea Insights, 54% of MSME entrepreneurs use social media as a marketing medium. The use of various social media as marketing media is a form of adaptation for business actors during the COVID-19 pandemic (Alika, 2020). Social media marketing is defined as a process carried out by a marketer to promote products and services provided through a social media network. The use of marketing through social media is not only carried out by a group of individual business actors but also carried out by industrial businesses (Ardiansyah dan Sarwoko 2020).

Previous research discovered that brand recognition and purchasing decisions positively and significantly correlate with social media marketing (Ardiansyah dan Sarwoko 2020; Upadana dan Pramudana 2020; Kodrat 2021). Brand awareness is a state in which consumers can recognize a brand that is part of a product category. In terms of increasing brand awareness, many business actors use social media to increase brand awareness of the products or services offered (Ardiansyah dan Sarwoko 2020).

According to research conducted by Pramudana and Upadana (2020), purchase intention is influenced by brand awareness. This is supported by Ardiyansyah and Sarwoko (2020), who revealed that a product or service with a higher brand awareness will increase the possibility of consumers purchasing. A Purchase decision is a process that an individual can carry out to determine a product or service through a series of evaluation processes (Upadana dan Pramudana 2020).

According to Budiatmo and Kurniasari (2018), purchase decision is a process carried out by a consumer in choosing products and services. In making decisions, there are six stages carried out by consumers, specifically: 1. Identification of the need; 2. Information seeking; 3. Alternative assessment; 4. Purchase choice; 5. Consumption; and 6. Post-purchase actions (Kodrat, 2021).

According to research by Angelyn and Kodrat (2021), brand knowledge impacts how social media marketing influences decisions about what to buy. When a company applies social media marketing, brand awareness increases, resulting in growth in purchase decisions. This research shows that brand awareness needs to be increased to the "top of mind" level by applying social media marketing to improve purchase decisions.

Another aspect that affects purchase intention is e-WOM. Based on previous research conducted by Moniharapon *et al.*, (2022) and Handi *et al.*, (2018), e-WOM positively and significantly influences purchase decisions. Electronic word of mouth (e-WOM) is defined as marketing activities using internet technology to spread word of mouth, which has the purpose of marketing media. In marketing through e-WOM, marketing is focused on viral marketing because viral marketing is contagious like a virus. In this marketing concept, consumers are encouraged to tell their experiences using a product or a service through word of mouth through online media (Sekaran dan Bougie 2016; Sulthana dan Vasantha 2019).

In research conducted by Park & Seo, (2018), it is said that customers will look for information in the form of e-WOM through social media to reduce worry before making a purchase decision. Consumers will rely on trust derived from information obtained from e-WOM through social media regarding the experience of other consumers who have made product purchases first. Brand awareness is also another aspect that influences the relationship between eWOM and purchase decisions (Chatzipanagiotou *et al.* 2023; Kumar *et al.* 2023; S dan Chandra 2023). As a result of consumer trust in a brand, consumers will recognize one particular brand as brand awareness (Bastos dan Moore 2021; Huang 2022).

Civelek also conducted other research & Ertemel, (2018) In this research, it was found that peer-to-peer interaction was built through e-WOM. Positive information obtained from e-WOM will increase brand awareness and will have a direct effect on trust. Purchase decisions will increase with the influence of positive information obtained from e-WOM.

In this modern era, many companies rely on social media marketing and e-WOM as marketing media to increase brand awareness, trust, and purchase decisions. This is also done by one of the "X" ice cream outlets that make social media marketing and e-WOM a marketing tool and strategy to increase purchase decisions. In Jakarta, there are many ice cream outlets, but "X" ice cream outlets mushroomed quickly and became one of the favorite and sought-after by consumers when they want to consume ice cream.

## **METHODS**

This study uses an explanatory research method to explain the relationship and influence between social media marketing (SMM) and electronic word of mouth (e-WOM) on purchase decisions at "X" ice cream outlets in the West Jakarta area. The object of the study was a customer of ice cream outlet "X" who actively used social media and knew the brand. The study was open to all genders, ages, and occupation types. The study population was all customers of "X" ice cream outlets that met these criteria.

The sample selection used the purposive sampling method, where respondents were selected based on specific criteria, namely individuals who use social media and know the "X" ice cream outlet. The number of samples is determined based on a range of numbers 5-10 with several indicators of 16, so a minimum sample number of 160 respondents is obtained.

Data collection is carried out through primary and secondary methods. Preliminary data was obtained through surveys by distributing questionnaires to respondents through social media, WhatsApp applications, and Instagram. Secondary data are obtained from scientific journals, books, survey data, and news relevant to the research topic (Bambale 2014; Suliyanto 2018).

The data analysis method uses SmartPLS software (Muhson 2022). According to research by Angelyn and Kodrat (2021), brand knowledge impacts how social media marketing influences decisions about what to buy.

Before actual testing, preliminary tests were conducted on 30 respondents to check the validity and reliability of the research instrument. The initial test results showed that all indicators and variables had AVE values above 0.50, outer loadings values above 0.70, and Cronbach's alpha and composite reliability values above 0.70. Therefore, all questions in the preliminary test will be used in the actual test.

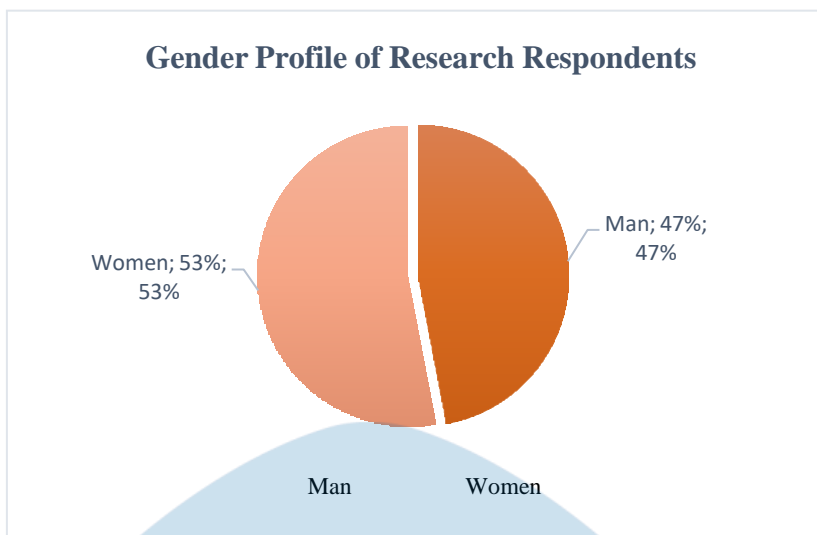
Thus, this study uses the explanatory research method with the object of research on customers of ice cream outlet "X" in West Jakarta. Data was collected through a survey with a sample of 160 respondents, and data analysis was carried out with the help of SmartPLS software. The validity and reliability of the research instruments have been tested in preliminary tests to ensure the quality of the data obtained.

## **RESULTS**

### **A. Profile Response**

#### **1. Gender**

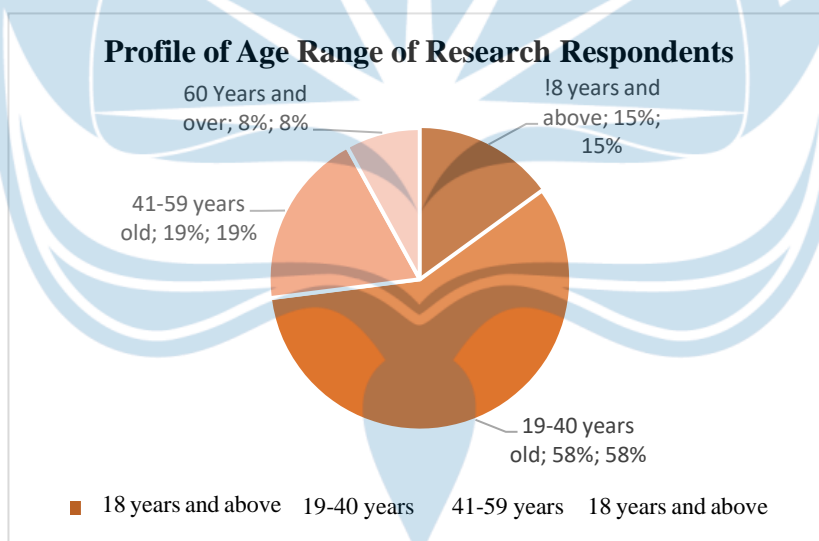
Based on the data obtained, of the 177 respondents who participated in this study, there were 93 female and 84 male respondents. In percentage, 53% of female and 47% of male respondents actively use social media and know there is an "X" ice cream outlet in the West Jakarta area.



**Figure 1. Respondent Research Gender Profile**  
 Source: Results of Data Processing and Questionnaire

**2. Age Range**

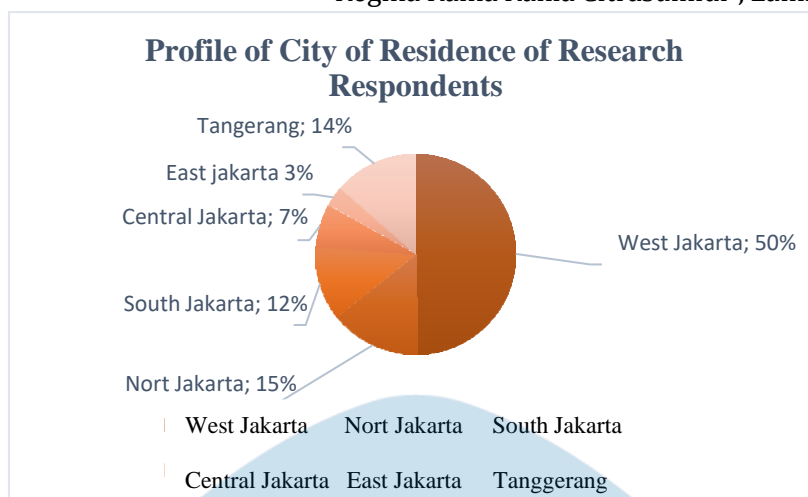
In this study, respondents will be grouped into age ranges: under 18 years old, 19-40 years old, 41-59 years old, and over 60 years old. Based on the data obtained, of the 177 respondents who participated in this study, there were 27 (15%) respondents aged under 18 years, 102 (58%) respondents aged 19-40 years, 34 (19%) respondents aged 41-59 years, and 14 (8%) respondents over 60 years.



**Figure 2. Respondent Research Age Range Profile**  
 Source: Results of Data Processing and Questionnaire

**3. City of Domicile**

The respondents involved in this study were spread across West Jakarta, North Jakarta, South Jakarta, Central Jakarta, East Jakarta, and Tangerang. Based on data obtained from 177 respondents who participated in this study, there were 88 (50%) respondents domiciled in West Jakarta, 26 (15%) respondents domiciled in North Jakarta, 21 (12%) respondents domiciled in South Jakarta, 12 (7%) domiciled in Central Jakarta, 6 (3%) domiciled in East Jakarta, and 24 (14%) domiciled in Tangerang.



**Figure 3. Profile of Respoonden Research Domicile City**

Source: Results of Data Processing and Questionnaire

**B. Descriptive Statistical Analysis**

Descriptive statistics is a statistical analysis that will describe the characteristics of each research variable in general. Descriptive statistics can be seen in the minimum, maximum, and mean values.

In this study, the Likert Scale was used to make it easier for respondents to provide answers. The Likert scale used is as follows.

**Table 1. Likert Scale Research**

Value	Category
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Totally Agree

From the data obtained using the Likert Scale, categorization can be carried out using the interval scale as follows.

Interval scale = (Highest score - Lowest score) / Number of scales

Interval scale = (5-1) / 5

Interval scale = 0.8

Based on the calculation above, respondents' answers can be categorized according to Table

2.

**Table 2. Categories by average rating**

Average value range	Category
1,00 - 1,80	Strongly disagree
1,81 - 2,60	Disagree
2,61 - 3,40	Neutral
3,41 - 4,20	Agree
4,21 - 5,00	Totally agree

**2. Social Media Marketing**

In Table 3. The results of data processing in the form of minimum, maximum and mean values for social media marketing variables will be displayed as follows.

**Table 3. Social Media Marketing**



Indicators	Statement	Min	Max	Mean	Category
SMM1	When accessing the "Instagram" social media of ice cream outlet "X", I interact with other individuals.	1	5	2,90	Neutral
SMM2	When accessing the "Instagram" social media of ice cream outlet "X", I was interested in sharing it with other individuals.	1	5	3,32	Neutral
SMM3	When accessing social media "Instagram" ice cream outlet "X", I feel the content shared can be entertaining.	1	5	3,43	Agree
<b>Total Average</b>				<b>3,22</b>	<b>Neutral</b>

Source: Results of Data Processing and Questionnaire

Based on Table 3, in the social media marketing variable, respondents tend to give neutral answers for SMM1 and SMM2 indicators, and give affirmative answers for SMM3 indicators. Based on these three indicators, a total average value of 3.22 was categorized in the neutral category with a minimum value of 1 which is strongly disagree and a maximum value of 5 which is strongly agree.

Based on the total average value obtained, it can be said that there is still a need to increase the use of social media as a marketing tool used by "X" ice cream outlets, especially for "Instagram" social media. Based on Table 4.3, respondents have been quite entertained by the content shared by the Instagram account of ice cream outlet "X" but not all respondents feel interested in interacting on the ice cream shop's social media account and sharing content on the Instagram account of ice cream outlet "X".

## 2. Electronic Word of Mouth

In Table 4. The results of data processing will be displayed in the form of minimum, maximum and mean values for electronic word of mouth variables, which are as follows.

**Table 4. Electronic Word of Mouth**

Indicators	Statement	Min	Max	Mean	Category
EWOM1	I am interested in posting positive comments about the "X" ice cream parlor through social media.	1	5	3,38	Neutral
EWOM2	I am interested in recommending to buy ice cream from ice cream outlet "X" through social media.	1	5	3,54	Agree
EWOM3	I am interested in recommending to buy	1	5	3,54	Agree

ice cream from ice  
cream outlet "X"

through social media to  
my colleagues

<b>Total Average</b>	<b>3,49</b>	<b>Agree</b>
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Source: Results of Data Processing and Questionnaire

Based on Table 4, on the electronic word of mouth variable, the average respondent gave a neutral answer to the EWOM1 indicator and agreed to the EWOM2 and EWOM3 indicators. Based on these three indicators, a total average value of 3.49 was obtained which was categorized in the agree category, Having a scale ranging from 1, indicating strong disagreement, to 5, denoting strong agreement..

Based on the total average value obtained, it can be said that ice cream outlet "X" has been quite good at building electronic word of mouth from consumers through social media owned by ice cream outlet "X". Based on Table 4, it can be seen that respondents have felt interested in recommending ice cream outlet "X" through social media and also recommend it to colleagues but not all respondents have been interested in giving positive posts related to ice cream outlet "X" through social media accounts.

## 2. Brand Awareness

In Table 5, the results of data processing in the form of minimum, maximum and mean values for brand awareness variables will be displayed as follows.

**Table 5. Brand Awareness**

Indicators	Statement	Min	Max	Mean	Category
BA1	When craving ice cream, the brand "X" ice cream crossed my mind.	1	5	3,84	Agree
BA2	I used the Instagram app to get more information about "X" ice cream parlors.	1	5	3,49	Agree
BA3	I can recognize the "X" ice cream logo.	1	5	4,50	Totally agree
BA4	I can remember the "X" ice cream logo.	1	5	4,46	Totally agree
<b>Total Average</b>				<b>4,07</b>	<b>Agree</b>

Source: Results of Data Processing and Questionnaire

Based on Table 5, on the average brand awareness variable, respondents answered in agreement for indicators BA1 and BA2, and answered firmly in agreement for indicators BA3 and BA4. Based on these four indicators, a total average value of 4.07 was obtained, categorized in the agreed category, with a minimum value of 1, strongly disagree, and a maximum value of 5, strongly agree.

Based on the total average value, it can be said that ice cream outlet "X" already has a pretty good brand awareness because consumers can remember and recognize the logo and have a sense of wanting to consume ice cream "X" when they want ice cream. Based on Table 5, respondents can be said to have significantly recognized and remembered the ice cream "X" logo. Based on the data in Table 5, respondents are interested in consuming ice cream from ice cream outlets "X" and accessing Instagram social media accounts to get more information from ice



cream outlets "X".



## 2. Trust

In Table 6, the data processing results in the form of minimum, maximum and mean values for brand awareness variables are displayed as follows.

**Table 6. Trust**

Indicators	Statement	Min	Max	Mean	Category
T1	Ice cream stand "X" celebrated.	2	5	4,08	Agree
T2	I think the "X" ice cream stand doesn't hide any important information I need to know.	1	5	3,88	Agree
T3	Ice cream stall "X" kept its promise.	2	5	3,84	Agree
<b>Total Average</b>				<b>3,93</b>	<b>Agree</b>

Source: Results of Data Processing and Questionnaire

Based on Table 6, all respondents tend to give affirmative answers in indicators T1, T2, and T3 in the trust variable. Based on the three indicators, a total average value of 3.93 was obtained, categorized in the category of agree with a minimum value of 1, strongly disagree, and a maximum value of 5, strongly agree.

Based on Table 6, it can be said that ice cream outlet "X" has gained a sense of trust from consumers or has fostered a sense of trust in consumers. Based on Table 6, consumers have instilled confidence in the "X" ice cream outlet by not hiding important information that consumers need to know and can keep their promises.

## 2. Purchase decision

In Table 7. The data processing results in minimum, maximum, and mean values for purchase decision variables are displayed as follows.

**Table 7. Purchase Decision**

Indicators	Statement	Min	Max	Mean	Category
WW1	In choosing a product, information about the product becomes	1	5	4,34	Totally agree
WW2	important to me. In choosing a product, I will choose the best alternative in my opinion.	1	5	4,40	Totally agree
WW3	I use social media to get information about a product.	1	5	4,30	Totally agree
<b>Total Average</b>				<b>4.35</b>	<b>Totally agree</b>

Source: Results of Data Processing and Questionnaire

Based on Table 7, the purchase decision variable tends to give agreeable answers in PD1, PD2, and PD3 indicators. Based on these three indicators, a total average value of 4.35 was obtained, categorized in the category of strongly agree with a minimum value of 1, strongly disagree, and a maximum value of 5, strongly agree.

Based on Table 7. Consumers strongly agree that product information and the best product choices can be considered in choosing products. Based on Table 7, social media is also essential in providing consumers with information about a product.

**C. Research Data Analysis**

In this study, inferential analysis will be carried out, which will be used to test the outer and inner models of this study. The inferential analysis in this study will use SmartPLS version 3 devices. This research will use questionnaire-filling data in Google Forms as primary data. Questionnaires used in actual research are questionnaires that have passed preliminary tests that are valid and reliable.

**1. Outer Model**

In this study, the outer model analysis used is validity testing and reliability testing, which includes validity indicators, convergent validity, construct reliability (Cronbach's alpha and composite reliability), and Fornier-lacker criteria—the following results from calculating the outer model of the research path analysis.

**Table 8. Outer Loadings and AVE Validity Test Results**

Latent Variable	Indicator	Loading (>0.70)	AVE(>0.5)
Brand Awareness	BA1	0.853	0.670
	BA2	0.769	
	BA3	0.808	
	BA4	0.841	
Electronic word of mouth	EWOM1	0.897	0.860
	EWOM2	0.953	
	EWOM3	0.930	
Purchase Decision	WW1	0.903	0.789
	WW2	0.886	
	WW3	0.875	
Social media marketing	SMM1	0.919	0.854
	SMM2	0.945	
	SMM3	0.908	
Trust	T1	0.861	0.812
	T2	0.934	
	T3	0.907	

Source: Data Processing Results

**Table 9. Cronbach's Alpha and Composite Reliability Test Results**

Latent Variable	Cronbach's Alpha	Composite Reliability
Brand Awareness	0.836	0.890
Electronic word of mouth	0.918	0.948
Purchase Decision	0.866	0.918
Social media marketing	0.915	0.946
Trust	0.885	0.928

Source: Data Processing Results

**Table 10. Discriminating Validity of Fornier-lacker criteria values**

Latent variables	BA	EWOM	PD	SMM	T
Brand Awareness	<b>0.818</b>				
Electronic word of mouth	0.373	<b>0.927</b>			

Purchase Decision	0.583	0.440	<b>0.888</b>		
Social media marketing	0.363	0.061	0.406	<b>0.924</b>	
Trust	-0.065	0.246	0.178	-0.080	<b>0.901</b>

Source: Data Processing Results

Based on Table 8, all indicators of each latent variable have values above 0.70 and have AVE values above 0.50. Based on the results obtained from Table 8. So, all indicators of each indicator have met the validity criteria and can be said to be valid. According to Hair et al. (2010), validity indicators can be measured based on outer loading values and average values (AVE), valid if they have outer loading values above 0.70 and AVE values above 0.50. As long as the indicator's AVE value is more significant than 0.50 and its outer loading value is less than 0.70, it can still be considered valid.

Table 9 shows that all indicators have composite reliability values above 0.70 and Cronbach's Alpha values above 0.70. Considering the outcomes shown in Table 9., the construct reliability computation results (Cronbach's Alpha and Composite reliability values) can be said to have met the reliability testing criteria, or it can be said that variable constructs can be declared reliable. According to Hair et al., (2014), a variable construct can be reliable if it meets the criteria, namely having a composite reliability value above 0.70 and a Cronbach's alpha value above 0.70.

Table 10 demonstrates no multicollinearity issue between latent variables and that each variable in the study has a discriminant validation value that satisfies the Fornell-Lacker criteria. Hair et al. (2010) state that to satisfy the Fornell-Lacker criteria for discriminant validity testing, the square root of each construct's AVE value must be greater than the correlation value with other constructs.

## 2. Inner Model

In this study, the inner model testing carried out was collinearity testing, coefficient of determination ( $R^2$ ), and effect size ( $f^2$ ). The following results were obtained based on testing using SmartPLS software version 3.

**Table 11. Collinearity Assessment Inner VIF**

Latent Variables	Brand Awareness	Purchase Decision	Trust
Brand Awareness		1.374	
Electronic word of mouth	1.004	1.277	1.000
Social media marketing	1.004	1.162	
Trust		1.099	

Source: Data Processing Results

**Table 12. Coefficient of Determination ( $R^2$ )**

Latent Variables	R Square	R Square Adjusted
Brand Awareness	0.256	0.247
Purchase Decision	0.476	0.464
Trust	0.061	0.055

Source: Data Processing Results

**Table 13. Affect Size value ( $f^2$ )**

Latent Variables	Brand Awareness	Purchase Decision	Trust
Brand Awareness		0.241	
Electronic word of mouth	0.166	0.077	0.064
Social media marketing	0.156	0.106	

Trust

0.050

Source: Data Processing Results

Table 11. indicates that all latent variables in the study have VIF values less than 5.0. Therefore, based on the findings, it is possible to conclude that none of the study's variables exhibit multicollinearity symptoms and can proceed with additional analysis. According to Hair et al. (2014), variables that do not have symptoms of multicollinearity have a VIF value smaller than 5.0.

Table 12 shows that the R-value for the brand awareness variable is 0.256. While other factors not included in the research model influence the remaining 74.4% of brand awareness, it can be concluded that social media marketing and electronic word-of-mouth moderately impact brand awareness, accounting for 25.6% of the total. The decision regarding the variable purchase has an R2 value of 0.476. The research model indicates that social media marketing, electronic word-of-mouth, brand awareness, and trust moderately influence purchase decisions, accounting for 47.6%. The remaining 52.4% of the decisions are influenced by factors not included in the model.

Table 12 indicates the value of R2. Electronic word-of-mouth has a 6.1% influence on the trust variable (0.061), indicating a low influence. The remaining 93.9% of the trust variable is determined by factors not included in the research model. The coefficient of determination (R2) is measured, per Hair et al. (2010), in order to gauge how accurate an estimate is. Large estimation accuracy values are found in variables with R values of 2.75, moderate estimation accuracy values in variables with R values of 0.50, and small estimation accuracy values in variables with R values of 2.25.

Based on Table 13, the value of f2 for variable construct models in this study can be known. For the variable construct model, brand awareness can affect purchase decisions by 0.241 and can be said to have a moderate estimation value. The electronic word-of-mouth construct model can affect brand awareness by 0.166 and can be said to have a moderate estimation value. The electronic word-of-mouth construct model can affect the purchase decision by 0.077 and can be said to have a small estimation value. For the constructed model, the electronic word-of-mouth variable can affect trust by 0.064 and can be said to have a small estimation value.

Based on Table 13, the value of f<sup>2</sup> For the social media marketing construct model for brand awareness is 0.156, which is relatively low. The social media marketing construct model can affect the purchase decision by 0.106, which can be said to have a small estimation value, and for the trust variable construct model affects the purchase decision variable by 0.050 and can be said to have a small estimation value. According to Hair et al., (2010), the value of f<sup>2</sup> 0.02 has a small effect size value, F value<sup>2</sup> 0.15 has a medium effect size value and an F value<sup>2</sup> 0.35 has a large effect size value.

**Discussion**

**Test the hypothesis**

Based on the results of data obtained in the outer model and inner model analysis, the analysis can be continued in hypothesis testing using the bootstrapping test. The following results were obtained based on the hypothesis test that was carried out using SmartPLS Version 3 software.

**Table 14. Test the Hypothesis of Direct Influence of the Research Model**

Hypothesis	Path Coefficient	Original Sample	T Statistics	P Values	Information
H1	Social media marketing -> Brand Awarenesss	0.341	4.504	0.000	Supported

H2	Social media marketing -> Purchase Decision	0.254	5.451	0.000	Supported
H3	Brand Awareness -> Purchase Decision	0.416	7.154	0.000	Supported
H5	Electronic word of mouth -> Brand Awareness	0.353	5.322	0.000	Supported
H6	Electronic word of mouth -> Purchase Decision	0.228	3.440	0.001	Supported
H8	Electronic word of mouth -> Trust	0.246	3.173	0.002	Supported
H9	Trust -> Purchase Decision	0.169	3.161	0.002	Supported

Source: Data Processing Results

**Table 15. Test the Hypothesis of Indirect Influence of the Research Model**

Hypothesis	Path Coefficient	Original Sample	T Statistics	P Values	Information
H4	Social media marketing -> Brand Awareness -> Purchase Decision	0.142	3.817	0.000	Supported
H7	Electronic word of mouth -> Brand Awareness -> Purchase Decision	0.147	4.060	0.000	Supported
H10	Electronic word of mouth -> Trust -> Purchase Decision	0.042	2.027	0.043	Supported

Source: Data Processing Results

Based on Hair et al. (2010), structural model coefficient analysis is carried out to analyze a hypothesis by analyzing the relationship between which variables have a significant relationship. A relationship is declared to have a significant effect if it has a p-value smaller than 0.05, if the relationship between variables has a p-value greater than 0.05 then it can be said that the relationship has no significant effect.

Based on Table 14. and Table 15. It can be seen that all hypotheses in this study have a p-value smaller than 0.05, so all hypotheses in this study can be supported, both in direct influence and also in indirect influence.

### **Test Hypothesis 1. Social Media Marketing is stated to have a positive and significant effect on brand awareness**

It is evident from Table 14's hypothesis test results that hypothesis 1 has a t-statistic value of 4.504, which is higher than the t-table value of 1.645. Additionally, Table 14 shows that hypothesis 1 has a p-value of 0.000, which is less than 0.05, suggesting that the hypothesis can be supported.

According to Table 14. Furthermore, hypothesis 1's positive path coefficient value of 0.341 indicates that social media marketing significantly and favorably affects brand awareness. Therefore, it can be concluded that the "X" ice cream outlet's brand awareness increases with the quality of its social media marketing.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Kodrat and Angelyn (2021), Ardiyansyah and Sarwoko (2020), and Pramudana and Upadana (2020) which stated that social media marketing has a positive influence on brand awareness. Based on the results obtained, it can be concluded that hypothesis 1 can be supported.



Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya, the respondents involved in this study were 88 respondents and used purposive sampling and Slovin methods. Data analysis was carried out using SEM-PLS and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Ardiyansyah and Sarwoko (2020) conducted research on sportswear products under the SeaGods brand produced in the city of Bali. The respondents involved in this study were 100, using the purposive sampling method, and data analysis was carried out using ordinary least square regression. Primary data were obtained using questionnaires and Likert scales, while secondary data were obtained from company data and related literature.

Pramudana and Upadana (2020), researched Starbucks Coffee company located in Denpasar. The number of respondents involved in this study was 110 respondents using the purposive sampling method. The analysis method used in this study was multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

### **Test Hypothesis 2. Social Media Marketing is stated to have a positive and significant effect on Purchase Decision**

Analyzing the outcomes of the hypothesis test provided in Table 14, it becomes evident that hypothesis 2 exhibits a t-statistic value of 7.154, surpassing the t-table value of 1.645. Additionally, Table 14 reveals that hypothesis 3 yields a p-value of 0.000, indicating it is less than 0.05. Therefore, hypothesis 2 can be supported.

It is based on Table 14. It can also be seen that hypothesis 1 has a favorable path coefficient value of 0.254, so effective social media marketing positively and significantly influences purchasing decisions. Hence, it can be asserted that the more proficient the social media marketing efforts of the "X" ice cream shop, the more purchase decisions of the "X" ice cream outlet will increase.

The results obtained from this study can strengthen the results obtained in previous studies that have been conducted by Kodrat and Angelyn (2021), Ardiyansyah and Sarwoko (2020), and Pramudana and Upadana (2020), which stated that social media marketing has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 2 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Ardiyansyah and Sarwoko (2020) conducted research on sportswear products under the SeaGods brand produced in the city of Bali. The respondents involved in this study were 100, using the purposive sampling method, and data analysis was carried out using ordinary least square regression. Data collection was carried out using questionnaires and Likert scales.

Pramudana and Upadana (2020), researched Starbucks Coffee company located in Denpasar. The number of respondents involved in this study was 110 respondents using the purposive sampling method. The analysis method used in this study is multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

### **Test Hypothesis 3. Brand Awareness is stated to have a positive and significant effect on Purchase Decisions**

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 3 has a t-statistic value of 5.451 which is greater than the t-table value of 1.645. In Table 14. It can also

be seen that hypothesis 3 has a p-value of 0.000 which is smaller than 0.05, so hypothesis 3 can be supported.

It is based on Table 14. It can also be seen that hypothesis 3 has a favorable path coefficient value of 0.416, so brand awareness has a positive and significant effect on purchase decisions. Thus, it can be said that the better the brand awareness owned by the ice cream shop "X", the purchase decision of the ice cream outlet "X" will also increase.

The results obtained from this study can strengthen the results obtained in previous studies that have been conducted by Kodrat and Angelyn (2021), Pramudana and Upadana (2020), and Budiarmo and Kurniasari (2018), which stated that brand awareness has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 3 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Pramudana and Upadana (2020), conducted research on Starbucks Coffee located in the city of Denpasar. The number of respondents involved in this study was 110, using the purposive sampling method. The analysis method used in this study is multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

Budiarmo and Kurniasari (2018) researched J.CO Donuts & Coffee in Semarang. The respondents involved in this study were 100, using purposive and accidental sampling methods. Data collection is carried out by distributing questionnaires.

#### **Test Hypothesis 4. Social Media Marketing has a positive and significant effect on Purchase Decisions mediated by Brand Awareness**

Based on the results of the hypothesis test contained in Table 15., it can be seen that hypothesis 4 has a t-statistic value of 3.817 which is greater than the t-table value of 1.645. In Table 15. It can also be seen that hypothesis 4 has a p-value of 0.000, which is smaller than 0.05, so hypothesis 4 can be supported.

Based on Table 15. It can also be seen that hypothesis 4 has a path coefficient value of 0.142 which is positive, social media marketing has a positive and significant effect on purchase decisions mediated by brand awareness. Thus, it can be said that the better the social media marketing and brand awareness of the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will be.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Kodrat and Angelyn (2021) and Pramudana and Upadana (2020), which stated that brand awareness positively influences purchase decisions mediated by brand awareness. Based on the results obtained, it can be concluded that hypothesis 4 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Pramudana and Upadana (2020), conducted research on Starbucks Coffee located in the city of Denpasar. The number of respondents involved in this study was 110, using the purposive sampling method. The analysis method used in this study is multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

#### **Test Hypothesis 5. e-WOM has a positive and significant effect on Brand Awareness**

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 5 has a t-statistic value of 5.322 which is greater than the t-table value of 1.645. In Table 14. It can also

be seen that hypothesis 5 has a p-value of 0.000, more diminutive than 0.05, so hypothesis 5 can be supported.

It is based on Table 14. It can also be seen that hypothesis 5 has a favorable path coefficient value of 0.353, so e-WOM has a positive and significant effect on brand awareness. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the better the brand awareness of the "X" ice cream outlet.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Choi et al. (2020), Handi et al. (2018), and Seo and Park (2018), which stated that e-WOM has a positive influence on brand awareness. Based on the results obtained, it can be concluded that hypothesis 5 can be supported.

Choi et al., (2020) researched the social media accounts of an airline. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software (Ghozali 2016).

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta, The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Seo and Park (2018) researched the social media accounts of an airline. The respondents involved in this study were 430 passengers who knew the airline's social media.

#### **Test Hypothesis 6. e-WOM positively and significantly affects Purchase Decision.**

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 6 has a t-statistic value of 3.440, which is greater than the t-table value of 1.645. In Table 14. It can also be seen that hypothesis 6 has a p-value of 0.001 which is smaller than 0.05, so hypothesis 6 can be supported.

It is based on Table 14. It can also be seen that hypothesis 6 has a favorable path coefficient value of 0.228, so e-WOM has a positive and significant effect on purchase decisions. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will increase.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Moniharapon et al. (2022) and Handi et al. (2018), which stated that e-WOM has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 6 can be supported.

Moniharapon et al. (2022) researched Manado Bag Store. The respondents involved in this study were 100 respondents obtained from questionnaires. Sampling is carried out using the Accidental sampling method. Data analysis was carried out using SPSS 25.0 software. Data was collected by distributing questionnaires and using Likert scale data measurements.

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta. The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

#### **Test Hypothesis 7. e-WOM has a positive and significant effect on Purchase Decisions mediated by Brand Awareness**

Based on the results of the hypothesis test contained in Table 15., it can be seen that hypothesis 7 has a t-statistic value of 4.060 which is greater than the t-table value of 1.645. In Table 15. It can also be seen that hypothesis 7 has a p-value of 0.000 smaller than 0.05, so hypothesis 7 can be supported.

Based on Table 15. It can also be seen that hypothesis 5 has a favorable path coefficient value of 0.147, so e-WOM has a positive and significant effect on purchase decisions mediated by brand

awareness. Thus, it can be said that the better the e-WOM and brand awareness of the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will be.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Kodrat and Angelyn (2021) and Choi et al. (2020), which stated that brand awareness has a positive influence on purchase decisions and that e-WOM has a positive effect on brand awareness. Based on the results obtained, it can be concluded that hypothesis 7 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Choi et al. (2020) researched the social media accounts of an airline. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software.

#### **Test Hypothesis 8. e-WOM has a positive and significant influence on trust**

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 8 has a t-statistic value of 3.173, which is greater than the t-table value of 1.645. In Table 14. It can also be seen that hypothesis 8 has a p-value of 0.002, more diminutive than 0.05, so hypothesis 8 can be supported.

It is based on Table 14. It can also be seen that hypothesis 8 has a favorable path coefficient value of 0.246, so e-WOM has a positive and significant effect on trust. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the more trust in the "X" ice cream outlet will also increase.

The results obtained from this study can strengthen the results obtained in previous studies that have been conducted by Choi et al. (2020), Civelek and Etermel (2018), and Seo and Park (2018), which stated that e-WOM has a positive influence on trust. Based on the results obtained, it can be concluded that hypothesis 8 can be supported.

Choi et al., (2020) researched an airline's social media accounts. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software.

Civelek and Etermel., (2018) conducted research conducting customer research on B2C websites. The respondents involved in this study were 400 respondents and the amount of data processed in this study was 305 data obtained from questionnaires. Data analysis is done using SEM, and data processing using SPSS and AMOS software.

Seo and Park (2018) researched the social media accounts of an airline. The respondents involved in this study were 430 passengers who knew the airline's social media.

#### **Test Hypothesis 9. Trust has a positive and significant influence on purchase decisions**

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 9 has a t-statistic value of 3.161, which is greater than the t-table value of 1.645. In Table 14. It can also be seen that hypothesis 9 has a p-value of 0.002 smaller than 0.05, so hypothesis 9 can be supported.

It is based on Table 14. It can also be seen that hypothesis 9 has a favorable path coefficient value of 0.169, so trust has a positive and significant effect on purchase decisions. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will increase.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Handi et al. (2018), Civelek and Etermel (2018), and Seo and Park (2018), which stated that trust has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 9 can be supported.



Handi et al., (2018) conducted a study on Go-Food application users in Jakarta. The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Civelek and Etermel., (2018) conducted research conducting customer research on B2C websites. The respondents involved in this study were 400 respondents, and the amount of data processed in this study was 305 data obtained from questionnaires. Data analysis is carried out using SEM, and data processing using SPSS and AMOS software.

Seo and Park (2018) researched the social media accounts of an airline. The respondents involved in this study were 430 passengers who knew the airline's social media.

**Test Hypothesis 10. e-WOM has a positive and significant effect on Purchase Decisions mediated by Trust**

Based on the results of the hypothesis test contained in Table 15. it can be seen that hypothesis 10 has a t-statistic value of 2.027 which is greater than the t-table value of 1.645. In Table 15. It can also be seen that hypothesis 10 has a p-value of 0.043, smaller than 0.05, so hypothesis 10 can be supported.

Based on Table 15. It can also be seen that hypothesis 10 has a favorable path coefficient value of 0.042, so e-WOM has a positive and significant effect on purchase decisions mediated by trusts. Thus, it can be said that the better the e-WOM and trust of the "X" ice cream shop, the better the purchase decision of the "X" ice cream outlet will be.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Choi et al. (2020), Handi et al. (2018), and Civelek and Etermel (2018), which stated that e-WOM has a positive influence on purchase decisions and that e-WOM has a positive effect on trust. Based on the results obtained, it can be concluded that hypothesis 10 can be supported.

Choi et al., (2020) researched the social media accounts of an airline. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software.

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta. The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Civelek and Etermel., (2018) conducted research conducting customer research on B2C websites. The respondents involved in this study were 400 respondents and the amount of data processed in this study was 305 data obtained from questionnaires. Data analysis is done using SEM, and data processing using SPSS and AMOS software.

**Direct Effect and Indirect Effect Analysis**

Based on the results of testing that has been carried out in the hypothesis test, it is found that all hypotheses can be supported. Brand awareness and trust partially mediate the influence of social media marketing and e-WOM on the relationship with purchase decision variables. Based on Table 14, path coefficient data can be calculated to determine the magnitude of the influence of mediation variables, which can be seen in Table 16.

**Table 16. Direct Effect and Indirect Effect Analysis**

Variable	Path Coefficient	Direct Effect	Indirect Effect
Brand Awareness	Social media marketing -> Brand Awareness -> Purchase Decision	0,065	0,142

Brand Awareness	Electronic word of mouth -> Brand Awareness -> Purchase Decision	0,052	0,147
Trust	Electronic word of mouth -> Trust -> Purchase Decision	0,052	0,042

Source: Data Processing Results

Based on Table 16, one can conclude that brand awareness has a partially mediated nature and can have a more significant influence on purchase decisions than the direct influence of social media marketing and e-WOM. The path coefficient for the brand awareness variable has a more excellent value in the indirect effect.

Table 16 also indicates that the trust variable's path coefficient is smaller in the indirect effect, suggesting that while trust is partially mediated, it cannot substantially influence purchase decisions more than e-WOM's direct influence.

## CONCLUSION

This research aims to assess the effects of social media marketing and electronic word of mouth (e-WOM) on purchasing decisions, considering whether they involve mediating factors such as brand awareness and trust. Employing the PLS-SEM approach, ten hypotheses were tested and analyzed. The findings indicated a positive and significant impact of social media marketing on increasing brand awareness at "X" ice cream outlets. Additionally, social media marketing demonstrated a positive and significant influence on purchasing decisions, underscoring the potential for enhancing consumer purchasing decisions by improving the quality of social media marketing strategies. Moreover, brand awareness was found to positively and significantly affect purchasing decisions, emphasizing the significance of boosting brand awareness for increased consumer appeal. The combined effect of social media marketing and brand awareness was also observed to positively and significantly influence purchasing decisions.

Furthermore, e-WOM was confirmed to elevate brand awareness and contribute positively and significantly to purchasing decisions. Notably, e-WOM was identified to influence trust, which, in turn, positively and significantly impacted purchasing decisions. Additionally, e-WOM was found to influence purchasing decisions through trust mediation. In summary, this study underscores the critical role of social media marketing, brand awareness, e-WOM, and trust in shaping and enhancing purchasing decisions at the ice cream outlet "X."

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