

Brand Awareness, Electronic Word-of-Mouth, and Viral Marketing's Effects on Purchase Decisions

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ABSTRACT

This research aims to determine and analyze the influence of viral marketing, electronic word of mouth, and brand awareness on purchase decisions. This research is survey research with quantitative approach and data collection tools in the form of questionnaires. The population in this study consists of students in Sleman District, with 100 respondents as the sample using purposive sampling. The data analysis technique used is multiple linear regression with SPSS program. The result of this study show that viral marketing, electronic word of mouth, and brand awareness simultaneously has a positive and significant influence on purchase decisions and viral marketing, electronic word of mouth, and brand awareness partially has a positive and significant influence on purchase decisions. This research contributes to expanding theory and students because it adds references regarding the influence of viral marketing, electronic word of mouth, and brand awareness on purchase decisions at the Shopee Marketplace in Sleman Regency.

Keywords : **Viral Marketing; Electronic Word of Mouth; Brand Awareness; Purchase Decision; Shopee**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh viral marketing, electronic word of mouth, dan brand awareness terhadap purchase decision. Penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif dan alat pengumpulan data berupa kuesioner. Populasi dalam penelitian ini adalah mahasiswa di Kabupaten Sleman dengan 100 responden sebagai sampel menggunakan purposive sampling. Teknik analisis data yang digunakan adalah regresi linear berganda dengan program SPSS. Hasil penelitian menunjukkan bahwa viral marketing, electronic word of Mouth, dan brand awareness secara simultan mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian dan viral marketing, electronic word of Mouth, dan brand awareness secara parsial mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian. Penelitian ini memberikan kontribusi untuk memperluas teori dan mahasiswa karena menambah referensi mengenai pengaruh viral marketing, electronic word of Mouth, dan brand awareness terhadap keputusan pembelian di Marketplace Shopee Kabupaten Sleman.

Kata Kunci : *Pemasaran Viral; Informasi Elektronik dari mulut ke mulut; Kesadaran Merek; Keputusan Pembelian; Shopee*

INTRODUCTION

Changing times bring various changes and progress in every aspect of life. Currently, traditional marketing is becoming less attractive to customers and is encouraging marketers to shift to implementing methods that utilize technology to gain customer trust and arouse their interest. With the growth of internet use and widespread use of social media, word of mouth communication has changed from traditional to being integrated in the web world to increase customer reach (Sharma et al, 2015). The iprice graphic survey shows that from 2017 to 2019 Shopee achieved good stability in maintaining its position in the market and in the first quarter of 2020 Shopee website visitors reached 71.5 million. Shopee is an e-commerce platform where you can shop various brands that you already know, as well as discover new stores and sellers online. Shopee recorded transaction growth in 2020, growing 130% compared to last year, namely around 260 million transactions.

The term viral marketing was coined by Jeffrey F. Rayport in 1996 in Farid et al (2019) regarding viruses used for marketing programs. Carrying out marketing only requires a small budget and time but can have a broad impact. The definition of viral marketing according to experts Kotler & Armstrong (2018) is "The digital version of word of mouth marketing, involves creating videos, advertisements and other marketing content that is so contagious that customers will look for it or spread it to their friends." Viral marketing supports branding, promotions and advertising to attract consumers to visit or buy at Shopee.

E-WOM is informal communication directed at consumers via internet-based technology related to the use or characteristics of certain goods and services, or their sellers according to Jalilvand & Samiei in (Muis et al., 2020). According to Halim et al. (2021) e-WOM is positive opinions on social media from users of the products or services sold by the company which then get positive responses from other users and in the end can influence third parties to try using the products or services being sold. According to Bock et al in Rumondang et al.

A. Hermawan (2012) in Pebrianti (2020:49) "brand awareness is the capability of potential customers to identify labels." According to Aaker in Dabbous & Barakat (2020) Brand awareness is a consumer's ability to recognize and remember a brand. Shopee also often collaborates with famous artists or bands who are trending at the time to create viral marketing so that consumers become aware of Shopee and are interested in making online transactions.

According to Peter & Olson (2013) in Indrasari (2019:70) "the buyer's way of owning an item whose suitability has been measured is a purchasing decision." According to (Bafadhal Samira Aniesa, 2020) the definition of a purchasing decision is a consumer's decision about what to buy, how much to buy and how to make the purchase. According to Gunawan (2022) purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand. Purchasing decisions are the actions of consumers whether they want to buy or not a product (Kholidah and Arifiyanto, 2020).

In research (Rahmi et al, 2022), viral marketing and electronic word of mouth showed a positive and significant influence on purchase decisions for Scarlett products in Pekanbaru City. This proves that viral marketing and electronic word of mouth can increase purchase decisions via social media. In research conducted (Nggilu et al., 2019) it was found that the results of viral marketing and brand awareness had a big influence on purchase decisions. However, Nella Arianthi's research (2021) proves that viral marketing

does not significantly influence purchasing decisions on the Shopee Marketplace which creates a research gap. Therefore, this research was conducted to prove previous research and add to existing references.

RESEARCH METHOD

This study is a quantitative research that uses the Slovin formula to calculate the sample size, as shown in formula 1.

$$(n = \frac{N}{1+Ne^2}) \quad (1)$$

Based on the nature of the problem, this research is classified as survey research. The object of this research is the Shopee Marketplace used by students in Sleman Regency. In this study, the population is students domiciled in Sleman who carry out transactions on the Shopee marketplace. The total student population in Sleman Regency is 270,110 (BPS, 2022). The sampling method in this research uses non-probability sampling, especially purposive sampling, which includes students domiciled in Sleman who carry out transactions on the Shopee marketplace with certain criteria.

The sample size consists of 100 respondents, calculated using the Slovin formula, a formula used to find a sample size that is considered capable of representing the entire population (Sugiyono, 2019). The type of data used in this research uses primary data. The data used in this research was obtained through the use of a questionnaire method with a closed questionnaire type. The questionnaire in this research contains statements related to Viral Marketing, Electronic Word of Mouth, Brand Awareness, and Purchase Decision on the Shopee Marketplace.

The variables used in this research include the independent variables (Viral Marketing (X1), Electronic Word of Mouth (X2), and Brand Awareness (X3) as well as the dependent variable (Purchase Decision (Y). The measurement scale used to process the data is the Likert scale. After data collection, testing and analysis is then carried out using validity tests, reliability tests, descriptive analysis and quantitative analysis (multiple linear regression, f test, t test, coefficient of determination test).

RESULT AND DISCUSSION

According to Ghozali (2016: 52), the validity test is used to measure whether a questionnaire is valid or not. A questionnaire is considered valid if the questionnaire can assess something in the questionnaire. The level of validity can be assessed by comparing the r-calculated score with the r-Table score with (df) degree of freedom = $n - 2$ and alpha 5% or 0.05. A questionnaire is said to be valid if it has a correlation coefficient that is less than or equal to the level of significance 0.05 ($\leq 5\%$). If the calculated r-value is above the r-Table value and the r-value is not negative, then the statement item is considered valid. In this validity test, 30 samples were used. The method used in this research is the Pearson product moment correlation. In Table 1 are the results of the variable validity test in this research:

Table 1. Result of Validity Test

Variabel	Indicators	R Result	R Table	Description
Viral Marketing (X1)	X1.1	0,484	0.361	Valid
	X1.2	0,522	0.361	Valid
	X1.3	0,806	0.361	Valid
	X1.4	0,752	0.361	Valid
	X1.5	0,688	0.361	Valid
	X1.6	0,536	0.361	Valid
Electronic Word of Mouth (X2)	X2.1	0,622	0.361	Valid
	X2.2	0,641	0.361	Valid
	X2.3	0,566	0.361	Valid
	X2.4	0,602	0.361	Valid
	X2.5	0,704	0.361	Valid
Brand Awareness (X3)	X3.1	0,605	0.361	Valid
	X3.2	0,683	0.361	Valid
	X3.3	0,777	0.361	Valid
	X3.4	0,909	0.361	Valid
	X3.5	0,732	0.361	Valid
Purchase Decision (Y)	Y.1	0,835	0.361	Valid
	Y.2	0,908	0.361	Valid
	Y.3	0,821	0.361	Valid
	Y.4	0,788	0.361	Valid
	Y.5	0,486	0.361	Valid

Source: Processed Primary Data, 2023

Based on the Table 1, it is clear that all indicators of the four research variables have a level of significance ≤ 0.05 , so the questionnaire indicators are considered valid.

Reliability according to Ghozali (2016: 47) is an assessment medium used in assessing a questionnaire which is an indicator of a variable or construct. A questionnaire is declared reliable or reliable if the respondent's response to the statement is consistent. The criteria for reliability test results are if the r Alpha score $>$ score 0,6 $df = n - 2$ and $\alpha = 0,05$ so that the statement item is considered reliable. In Table 2 are the results of the variable reliability test in this research:

Table 2. Result of Reliability Test

Variable	Cronbach Alpha	Criteria	Description
Viral Marketing (X1)	0,685	0,60	Reliable
Electronic Word of Mouth (X2)	0,611	0,60	Reliable
Brand Awareness (X3)	0,793	0,60	Reliable
Purchase Decision (X4)	0,834	0,60	Reliable

Source: Processed Primary Data, 2023

Based on the Table 2, it is clear that all variables in this study have a value ≤ 0.60 , so the respondents' responses are declared reliable.

Descriptive analysis in this research is used to provide an illustration of the characteristics of research respondents, whether the different characteristics of each respondent can provide the same research results or not.

Based on a questionnaire taken by researchers totaling 100 respondents, data regarding gender was obtained as shown in the Table 3.

Quantitative Analysis

Table 3. Respondent's Gender

Gender	Total	Percentage
Male	54	54%
Female	46	46%
Total	100	100%

Source: Processed Primary Data, 2023

From the Table 3, it can be explained that of the 100 respondents who used the Shopee marketplace in Sleman, 54 people (54%) were male and 46 were female (46%). This proves that the percentage of male respondents is slightly more dominant than female.

Based on a questionnaire taken by researchers of 100 respondents, data regarding age was obtained as shown in the Table 4.

Table 4. Respondent's Age

Age	Total	Percentage
19	11	11%
20	9	9%
21	45	45%
22	26	26%
23	11	11%
Total	100	100%

Source: Processed Primary Data, 2023

From the Table 4, it can be seen that of the 100 respondents who use the Shopee marketplace in Sleman, 11 people are 19 years old (11%), 9 people are 20 years old, 9 people are 21 years old, 45 people are 21 years old (45%), 22 years old are as many as 26 people (26%), and 23 years old as many as 11 people (11%). This proves that the majority of respondents are 21 years old.

Based on a questionnaire collected by researchers from 100 respondents, data was obtained regarding the respondents' income as shown in the Table 5.

Table 5. Respondent's Average Monthly Income

Income	Total	Percentage
< Rp. 1.000.000	30	30%
Rp. 1.000.000 – Rp. 2.000.000	51	51%
Rp. 2.000.000 – Rp. 3.000.000	11	11%
> Rp. 3.000.000	8	8%
Total	100	100%

Source: Processed Primary Data, 2023

From the Table 5, it can be seen that out of 100 respondents who had income or pocket money <Rp. 1,000,000, 30 people (30%), respondents who had income or pocket money of Rp. 1,000,000 – Rp. 2,000,000 as many as 51 people (51%), respondents who had income or pocket money of Rp. 2,000,000 – Rp. 3,000,000 as many as 11 people (11%), and respondents who had income or pocket money of >Rp. 3,000,000 as many as 8 people

(8%). This proves that the majority of respondents have an income or pocket money of Rp. 1,000,000 – Rp. 2,000,000.

Quantitative Analysis

Then the data is processed using multiple linear regression analysis tools. This analysis aims to determine the influence between two or more independent variables (X) on one dependent variable (Y). In this research, viral marketing, electronic word of mouth, and brand awareness were included as independent variables and purchase decision was included as the dependent variable. The level of significance used is 0.05 ($\alpha = 5\%$). In Table 6 are the results of the multiple linear regression analysis test.

Table 6. Summary of Multiple Linear Regression Results

Model	R	R ²	Adjusted R ²	Nilai F	Sig.	Standardized Coefficients Beta	t	Sig.
1	0,837	0,701	0,692	75,132	0,000			
Viral Marketing (X1)						0,159	2,305	0,023
Electronic Word of Mouth (X2)						0,256	3,206	0,002
Brand Awareness (X3)						0,547	7,381	0,000

Source: *Processed Primary Data, 2023*

Based on the Table 6, the coefficient of determination test results that can be read in the Adjusted R² box are 69.2% or 0.692. These results explain that the variables viral marketing, electronic word of mouth, and brand awareness simultaneously influence purchase decisions by 69.2% and the remaining 30.8% is influenced by other variables not tested in this research.

Hypothesis testing

H1, Viral marketing, electronic word of mouth and brand awareness have a joint influence on purchase decisions. The calculated F value in this study is 75.132 and because the criteria used in this study show a significance of $0.000 < 0.05$. So, this shows that the independent variables (viral marketing, electronic word of mouth, and brand awareness) together have a significant effect on the dependent variable, namely purchase decision. Therefore, **H1 is accepted.**

H2, Viral marketing has a positive and significant influence on purchase decisions. Based on Table 6 above, it can be seen that the significance value of the viral marketing variable in the t test is 0.023, where this value is < 0.05 . Therefore, **H2 is accepted.**

H3, Electronic word of mouth has a positive and significant influence on purchase decisions. Based on Table 6 above, it can be seen that the significance value of the electronic word of mouth variable in the t test is 0.002, where this value is < 0.05 . Therefore, **H3 is accepted.**

H4, Brand Awareness has a positive and significant influence on purchase decisions. Based on Table 6 above, it can be read that the significance value of the brand awareness variable in the t test is 0.000, where this value is < 0.05 . Therefore, **H4 is accepted.**

The influence of Viral Marketing, Electronic Word of Mouth, and Brand Awareness simultaneously on Purchase Decisions

Based on the research results above, it shows that there is a positive and significant influence together on the independent variables consisting of viral marketing, electronic word of mouth, and brand awareness on purchase decisions on the Shopee Marketplace. This means that viral marketing, electronic word of mouth, and brand awareness together will influence customers in purchasing a product. Respondents responded that product information on the Shopee Marketplace was easy to obtain via social media such as Facebook, Instagram, Twitter, etc. Shopee often attracts artists who are viral or trending to promote their marketplace so that customers in making purchasing decisions will be influenced by information about products that appear on their social media homepage and this is a form of viral marketing.

Furthermore, electronic word of mouth plays a role in spreading information quickly and widely through social media. Word of mouth messages on the Shopee Marketplace have many positive reviews, which are often taken into consideration by customers when making purchase decisions. Respondents' responses to brand awareness on the Shopee Marketplace received positive and significant results. This shows that brand awareness is at the top of mind level so that consumers will easily remember the Shopee Marketplace when they want to shop online. In the end, customers will make purchase decisions on the Shopee Marketplace because the viral marketing, electronic word of mouth, and brand awareness found on the Shopee Marketplace are the main attraction for customers.

The Influence of Viral Marketing on Purchase Decisions

Judging from the results of the multiple linear regression test, it shows that viral marketing has a positive and significant effect on purchase decisions on the Shopee Marketplace. This means that viral marketing is a factor that influences customers in determining purchase decisions on the Shopee Marketplace. Customers tend to consider how viral or up to date the Marketplace they are going to use is. Good viral marketing is viral marketing that has a wide reach and attracts lots of customers. More than half of respondents agreed that viral marketing on the Shopee Marketplace is included in viral marketing which is able to reach a wide area and attract customers to make purchases.

The Shopee marketplace often collaborates with local and international artists or influencers in viral marketing activities. Therefore, the more frequent viral marketing carried out by Shopee Marketplace will increase purchase decisions. The results of this research are in line with research conducted by Samuel Randy Tapparan and Olga Firanda Taruk Allo (2022), which explains that viral marketing has a significant influence on purchase decisions. Therefore, implementing viral marketing is something that the Shopee Marketplace should consider in improving purchase decisions.

The Influence of Electronic Word of Mouth on Purchase Decisions

Judging from the results of the multiple linear regression test, it shows that electronic word of mouth has a positive and significant influence on purchase decisions on the Shopee Marketplace. This means that electronic word of mouth is a factor that influences customers when making purchase decisions on the Shopee Marketplace. Respondents view the Shopee Marketplace word of mouth message as a positive form of message. Electronic word of mouth on the Shopee Marketplace can usually be seen from reviews of customers who have purchased products or used the Shopee Marketplace.

Some of the reviews given by customers are positive reviews and this can be a benchmark for other customers to be encouraged to make purchase decisions on the

Shopee Marketplace. If the electronic word of mouth created is positive, then customers will easily make purchase decisions. The results of this research are in line with research conducted by Rahmi Zam Zam, et al. (2022) that electronic word of mouth has a positive and significant influence on purchase decisions. Positive electronic word of mouth on the Shopee Marketplace will make it easier for customers to make purchase decisions.

The Influence of Brand Awareness on Purchase Decisions

Judging from the results of the multiple linear regression test, it shows that brand awareness has a positive and significant influence on purchase decisions on the Shopee Marketplace. This means that brand awareness is a factor that influences customers in determining purchase decisions on the Shopee Marketplace. Awareness of a familiar brand will provide a good perception in the minds of customers as well as a sense of security and comfort in making purchase decisions.

The brand awareness of the Shopee Marketplace gives a special impression to customers because of the simple but easily recognized logo, marketing campaigns that often collaborate with artists or influencers, etc. The brand awareness that is formed is what makes the Shopee Marketplace embedded in the minds of customers and appears when they want to make a purchase decision. The results of this research are in line with research conducted by Monica Nggilu, et al. (2019) which states that brand awareness has a positive and significant influence on purchase decisions.

CONCLUSION

Based on the results of the analysis and discussion described above, the following conclusions can be drawn: Viral marketing, electronic word of mouth, and brand awareness together have a significant influence on purchase decisions on the Shopee Marketplace. Viral marketing partially has a positive and significant effect on purchase decisions on the Shopee Marketplace. Electronic word of mouth partially has a positive and significant effect on purchase decisions on the Shopee Marketplace. Brand awareness partially has a positive and significant effect on purchase decisions on the Shopee Marketplace.

Viral marketing can be called great if it has a wide reach and attracts lots of customers. More than half of respondents agreed that viral marketing on the Shopee Marketplace is included in viral marketing which is able to reach a wide area and attract customers to make purchases. Respondents view the Shopee Marketplace word of mouth message as a positive form of message. Electronic word of mouth on the Shopee Marketplace can usually be seen from reviews of customers who have purchased products or used the Shopee Marketplace. Some of the reviews given by customers are positive reviews and this can be used as a benchmark for other customers so that they are encouraged to make purchase decisions on the Shopee Marketplace.

The brand awareness of the Shopee Marketplace gives a special impression to customers because of the simple but easily recognized logo, marketing campaigns that often collaborate with artists or influencers, etc. The brand awareness that is formed is what makes the Shopee Marketplace embedded in the minds of customers and appears when they want to make a purchase decision.

RECOMMENDATIONS

The limitation of this research is that the sample size is relatively small so it is inadequate in predicting and analyzing the influence of viral marketing, electronic word of mouth, and brand awareness on purchase decisions in general. Therefore, it is hoped that future research will be able to have a wider scope for data collection, for example at the provincial and island levels.

For future research, it is hoped that researchers will analyze the independent variables except the variables that have been researched so that they can find out other variables that can influence purchase decisions, such as price, because price is one of the many factors that customers often think about when making purchase decisions. This will help when making general and relevant conclusions and obtain better validity.

This research contributes to expanding theory and students because it adds references regarding the influence of viral marketing, electronic word of mouth, and brand awareness on purchase decisions at the Shopee Marketplace in Sleman Regency. It is hoped that this research will be able to strengthen theories about marketing strategy practice.

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