



The influence of viral marketing digital influencers and online consumer reviews on purchase intention

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ABSTRACT

This research uses quantitative methods. The population in this study is the people of Padang City with the sample being the people of Padang City who plan to buy Honda brand car products. The sample technique in this study used purposive sampling so that a total sample of 140 respondents was obtained. The test uses structural equation modeling (SEM) with smartPLS 03 software. The analysis covers two-stage assessments; first, construct validity and reliability of each indicator are used to test the measurement model; finally, a model fit to test the causal correlation between latent variables. The advancement in communication technology has brought about a new electronic form of word-of-mouth advertising, known as viral marketing. Internet-induced viral marketing is a highly effective tool available to marketers today. Online marketing has been used by various organizations through platforms such as blogs, company websites, and social networking sites. This study aims to determine the influence of Viral Marketing, Digital Influencer, and Online Consumer Review on Purchase Intention of Honda Brio Satya cars in Padang City. The method used in this research is quantitative. The research was conducted from October to December 2022. The population in this research is the community of Padang City. The sample in this research is the community in Padang City who are planning to purchase Honda brand cars. This research used structural equation quality with the concept of path analysis research model that is used to analyze the pattern of relationships between variables with the aim of finding out the direct or indirect effect of the independent variable (exogenous) on the dependent variable (endogenous). The results of this study indicate that there is a significant influence of viral marketing, digital influencers, online consumer reviews on purchase intention

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INTRODUCTION

In the current era of information disclosure, social media has been used as a tool that makes it easier to find and disseminate information. Social media as a group of internet-based applications that

build on understanding and technology of Web 2.0, and which enable the creation and exchange of user-generated content (Kaplan & Haenlein, 2020). This is due to the easy access of social media by the wider community without knowing the boundaries of place and time. The current phenomenon of using social media can also be used by marketers to see consumer feedback on their products (Indah Handaruwati, 2021).

Social media is a global phenomenon. As of December 2016, Facebook is the world's largest social network, with a total of 1.86 billion monthly active users. Other social networking sites (SNS) also cater to large populations: WeChat has 846 million active monthly users, Twitter has 319 million, Instagram has 600 million, and Line has 217 million. The growth of SNS has led to a paradigm shift from electronic word-of-mouth (eWOM) to social word-of-mouth (sWOM), which enables consumers to exchange opinions and product-related experiences with their acquaintances, and other consumers with the same interests, and even brand managers, with almost no restrictions (Hajli, 2018).

Based on data obtained from (Wearesocial, 2022) that there has been an increase in the number of internet users in Indonesia from 2018 to 2022. This increase has occurred when compared to 2018, at this time Indonesia is experiencing a fairly high increase in internet users, namely 54.25%. Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022. The total population of Indonesia was recorded at 277.7 million people in January 2022. In 2018 the internet penetration rate in the country only reached 50% of the total population. This means that the level of national internet penetration has increased quite rapidly in recent years.

Using a clear marketing strategy can make it easier for companies to develop in today's business world. Developments and changes in the global scale economy that move in a very short time (Ameliawati Rahmadini, 2022). Along with the times and the increasing need for transportation equipment, it has brought fresh air to automotive companies, especially car manufacturers. For companies engaged in the automotive sector, this is an opportunity to dominate market share (Novita Amaliya Riyanjaya, 2022). There are now very many companies competing in the automotive industry in Indonesia, including Honda, Toyota, Daihatsu, Suzuki, Nissan, Mitsubishi, and others which are marketed through different car assembly and sales companies in Indonesia, such as cars Honda is held by PT. Honda Prospect Motor HPM), Toyota by PT. Toyota-Astra Motor, Daihatsu by PT. Astra Daihatsu Motor, Suzuki by Suzuki Motors Corporation, Nissan by Nissan Motors Company and Mitsubishi by Mitsubishi Motors Corporation.

Based on data obtained from (Gaikindo.or.id, 2022), the sales data for the list of best-selling cars in 2021 in Indonesia above, it can be seen that in 2020 Honda Brio is the highest selling car compared to other car brands with a total of 40,879, in the next order is occupied by Avanza with total sales of 35,754. Furthermore, in 2021 there will be a change in total sales, which is in first place, namely the Toyota Avanza with a total of 66,109 sales, while the Honda Brio is in fourth place with a total of 44,995 sales.

Based on car sales data from May 2021 to April 2022, it is known that Toyota Calya is in first place in sales with a total of 730, followed by Daihatsu Sigras with a total of 715, then Toyota Avanza with a total of 634, then Toyota Agya with a total of 507, then lastly Honda Brio Satya with a total of 487. Based on the data above, it can be shown that Toyota is in the top position with sales of Toyota Calya and Avanza, followed by Honda Brio Satya in last position.

The decline in sales that occurred was the impact of a decrease in consumer buying interest in the product. Consumer buying interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another (Kotler & Keller, 2019). If the perceived benefits are greater than the sacrifice to get them, then the urge to buy them is higher. To increase these sales, companies must be able to carry out various strategies in order to increase their sales, such as the use of online marketing (digital marketing) to be able to reach markets that cannot be reached or even the most distant ones that cannot be hindered by geography and time (Belanche, 2021). Digital

marketing is the use of the internet as a technology that connects two-way communication between sellers and buyers (Oktaviani & Rustandi, 2018).

Advances in communications technology have given rise to the evolution of a new electronic form of word of mouth publicity namely, viral marketing communications. Internet induced viral marketing is a very effective tool available to marketers today (Jiménez-Castillo & Sánchez-Fernández, 2019). Online marketing has been used by various organizations through platforms, such as blogs, corporate websites and social networking sites (Haryani & Motwani, 2020). Previous research conducted by (Astasari & Sudarwanto, 2021) found that there was a significant effect on the viral marketing variable on consumer buying interest in the tiktok application @ACESIDOARJO.

The next factor that is thought to influence purchase intention is digital influencer. Digital influencers can facilitate transactions with followers or advertise products and services to them. Besides the number of followers, follower retention and length of visit are very important for the efficiency of influencers in converting them into paying customers (Lin, Hu, Sheng, & Lee, 2019).

Previous research was conducted by (Carissa & Aruman, 2019) with the result that influencers simultaneously influence in game purchase intention with a contribution value of 32.3%. Then (Elkana Putra Dufhastan & Sri Padmantlyo, 2021) with his research produced influencers who had a positive and significant effect on purchase intention.

The next factor that can influence purchase intention is online consumer review. The use of social media is not only a place to communicate individually or just for entertainment, but social media is also used to channel information. Information about products can be obtained by consumers from various media, both from the producers themselves (Morteza Hendijani Fard, 2022). Technological developments have changed customer behavior around the world, including Indonesia. Through online reviews consumers can also exchange information related to products and consumption of these products with other consumers (Panpan Wang, 2020).

Relevant research conducted by (Tran, 2020) noted that this study validated the positive effect of online reviews on purchase intentions through perceived effectiveness of social media platforms (PESMP) and online trust. When consumers are empowered to understand and manage product information via online platforms, online trust occurs spontaneously

From this explanation, it can be concluded that the Honda Brio Satya has the lowest purchase interest. The decline in sales of Honda Brio at PT. Gajah Motor is due to the low level of viral marketing, digital influencers and online consumer reviews. The difference in this research lies in the object of the research being conducted so that if the object of research is different it will produce different results in the research

RESEARCH METHOD

This study used a quantitative method. The population in this study is the people of Padang City with the sample being the people of Padang City who plan to purchase Honda brand car products. According to (Hair Jr, Babin, & Anderson, 2019) states that a study is considered good if the number of samples used is counted (5-10) multiplied by the number of indicators. There are 28 indicators in this study, which means that the formula used to determine the number of samples is $5 \times 28 = 140$ research samples. So the samples in this study were the people of Padang City who were interested in buying Honda Brio Satya cars, totaling 140 people. This study also uses non-probability sampling techniques, one of which is purposive sampling (Sugiyono, 2019). The sample collection technique that will be used in this study is the minimum age of 20 years, already has income and individuals who know and review Honda products on the Internet. The test uses structural equation modeling (SEM) with smart PLS 03 software. The analysis covers two-stage assessments; first, construct validity and reliability of each indicator are used to test the measurement model; finally, a model fit to test the causal correlation between latent variables.

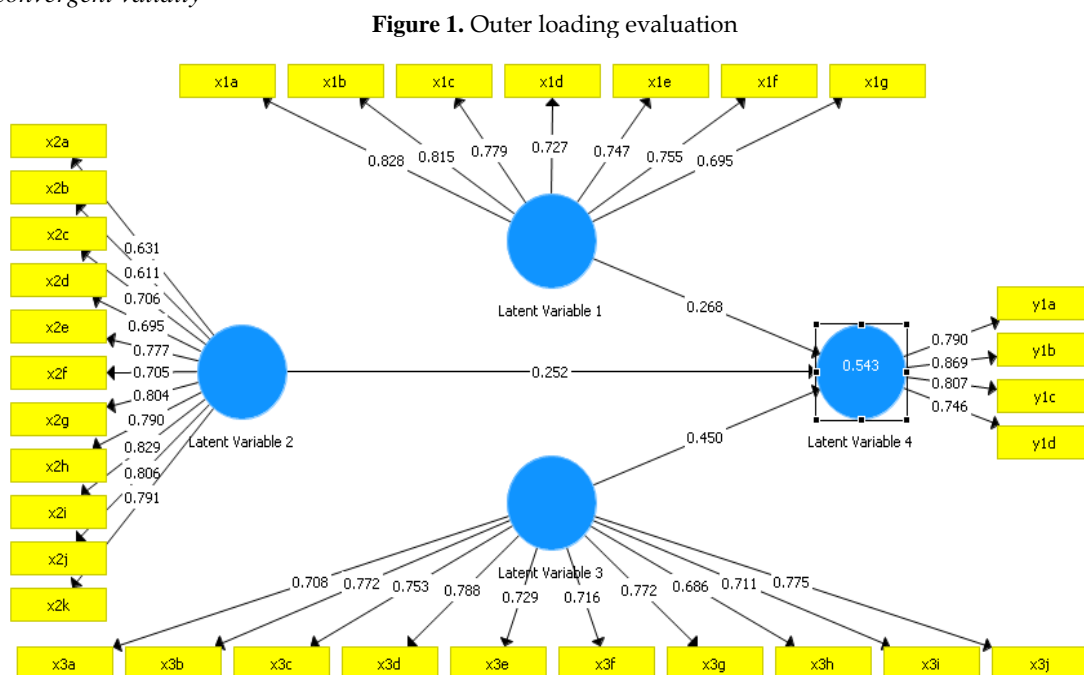
RESULTS AND DISCUSSIONS

Result

This study uses the PLS SEM approach. The analytical tool used in analyzing SEM modeling and hypothesis testing uses Partial Least Square (PLS) with SmartPLS version 3.0 software. From the results of the analysis, the results show that all variable statement items are valid, reliable and there is no element of multicollinearity (Jogiyanto, 2019). The results of the evaluation of the outer model and inner model are described as follows:

1. Evaluasi Outer Loading

a. convergent validity



In general, a decent or valid convergent validity value has been found, in which each statement item has a convergent validity value above 0.6.

b. Average Variance Extracted (AVE)

Table 1. Average variance extracted (AVE)

Variabel	Average variance extracted (AVE)
Viral marketing	0.585
Digital influencer	0.553
Online consumer review	0.55
Purchase intention	0.647

Based on Table 1 above, it can be seen that the AVE values for all transformational variables are > 0.5 . thus the measurement model of convergent validity can be said to be valid.

c. Discriminant Validity

Tabel 2. Discriminant validity

	Digital influencer	Online consumer review	Purchase intention	Viral marketing
Digital influencer	0.744			
Online consumer review	0.361	0.742		
Purchase intention	0.519	0.619	0.804	
Viral marketing	0.393	0.295	0.499	0.765

Based on Table 2 above, it can be seen that the value of the \sqrt{AVE} variable is greater than the correlation values of other variables. Based on the evaluation of the relationship model, it can be concluded that the discriminant validity measurement model has been fulfilled and is said to be valid

d. Composite Reliability

Table 3. Composite reliability

Variabel	Cronbach's Alpha	Composite reliability	Information
Viral Marketing	0.882	0.908	Reliable
Digital Influencer	0.918	0.931	Reliable
Online Consumer Review	0.909	0.924	Reliable
Purchase Intention	0.817	0.88	Reliable

Based on Table 3 above, it can be seen that the value of each variable in composite reliability is above the Cronbach's alpha value. thus these results indicate that each research variable has met the assessment criteria so that it can be concluded that all variables are said to be reliable

2. Inner Model

Tabel 4. R-square

Variabel	R Square	R Square Adjusted
Purchase intention	0.543	0.533

In Table 4 above this study it can be seen that the R2 Purchase intention is 0.543 and the adjusted R2 is 0.533

3. Hypothesis

Tabel 5. Hypothesis test results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T Statistik (O/STDEV)	P Values	Information
Direct Influence						
Viral marketing -> Purchase intention	0.268	0.278	0.106	2.521	0.012	Accepted
Digital influencer -> Purchase intention	0.252	0.250	0.093	2.693	0.007	Accepted
Online consumer review -> Purchase intention	0.450	0.449	0.085	5.276	0.000	Accepted

Based on Table 5 above it shows that the hypothesis test is based on the beta value and p-value of 0.05 (5%) it can be concluded that: accept:

- a) The results of the first hypothesis test look at the effect of Viral Marketing on Purchase Intention which is indicated by a positive value and a p-value <0.05, namely 0.012. These

- results indicate that Viral Marketing has a positive and significant effect on Purchase Intention, so the hypothesis is accepted
- b) The results of the second hypothesis test look at the influence of Digital Influencers on Purchase Intention which is indicated by a positive value and a p-value <0.05 , namely 0.007. These results indicate that Digital Influencers have a positive and significant effect on Purchase Intention, so the hypothesis is accepted
 - c) The results of the third hypothesis test see the effect of Online Consumer Reviews on Purchase Intention which is indicated by a positive value and a p-value <0.05 , namely 0.000. These results indicate that Online Consumer Reviews have a positive and significant effect on Purchase Intention, so the hypothesis is accepted

The results of the first hypothesis test look at the effect of viral marketing on purchase intention, which is indicated by a positive value and a p-value <0.05 , which is 0.012. These results indicate that viral marketing has a positive and significant effect on purchase intention, so the hypothesis is accepted. So, it can be seen that every improvement made in Viral marketing will be able to increase customer Purchase Intention. Where with viral marketing consumers obtain complete information and interact with other fellow Brio community users so that potential consumers can understand the advantages and features of brio better which can further increase their buying interest (Heng-Hui Wu, 2019). The use of viral marketing, especially social media, provides opportunities for the public and offers space for audiences to not only stop being passive spectators but also participate, share and respond (comments, retweets, favorites or likes). The use of viral marketing to spread culture is also considered quite effective in reaching the public because in its application the process of disseminating information using social media is very fast and knows no time and distance and can save costs (Hariyanti Wirapraja, 2021). Messages with a cultural approach from viral marketing programs are believed to be instruments that can influence cultural awareness in message recipients so they can get to know more closely the cultural products offered. This is in line with previous research conducted by (Dumatri & Indarwati, 2021) which concluded that viral marketing has a significant effect on purchase intention for Burger King Indonesia products. Viral marketing carried out by Burger King Indonesia on Instagram can be said to have succeeded in attracting potential customers. Subsequent research conducted by (Rakhmawati et al., 2019) with the results stating that viral marketing significantly affects the intention to visit

The results of the second hypothesis test saw the influence of Digital Influencers on Purchase Intention which was indicated by a positive value and a p-value <0.05 , namely 0.007. These results indicate that Digital Influencers have a positive and significant effect on Purchase Intention, so the hypothesis is accepted. In other words, Digital Influencers are the determining factors in the minds of consumers that influence consumers to decide whether to buy a product or not. Respondents, who are mostly highly educated, can obtain useful information from credible influencers. This in turn can increase buying interest from prospective buyers (Nam & Da, 2021). Influencers act as references to guide follower perceptions. The dependence of followers on influencers arises from the need to find online sources that can provide useful and reliable information in the decision-making process. Through stimulating and inspiring content, including opinions that can arouse follower interest according to their needs and interests, influencers can increase the vulnerability of their followers to being influenced (Zhang, Moe, & Schweidel, 2021). This research is in line with research conducted by (Yane & Sharif, 2021) with the results stating that influencers have a positive influence on purchase intention. Influencers are able to build a strong purchase intention for a brand that has been recommended. Next is research conducted by (Tarmidi & Mardhiyah, 2022) with the result that influencer credibility and price have a positive and significant effect on purchase intention with an influence of 30.3% and the remaining 69.7% influenced by other factors not examined.

The results of the third hypothesis test look at the effect of online consumer reviews on purchase intention, which is indicated by a positive value and a p-value <0.05, which is 0.000. These results indicate that online consumer reviews have a positive and significant effect on purchase intention, so the hypothesis is accepted. With online consumer reviews, it becomes a factor for consumers or prospective buyers in considering product purchases. Online consumer review refers to user-generated content posted on online shopping sites, third-party websites, or social media (Antin Rakhmawati, 2019). This shows that one can base the number of reviews as an indicator of the popularity of a product or the value of a product which will influence the intention to buy a product (Sondakh Saerang, 2021). Online consumer reviews can contain information about things that are positive or negative about a product or company (seller) and are made by consumers via the internet, and describe the characteristics (eg advantages and disadvantages) of a product (Lackermair, Kailer, & Kanmaz, 2019). Research relevant to this research was conducted by (Sari & Mitafitrotin, 2020) which stated that online consumer reviews had a positive and significant effect on purchase intention. Next is research conducted by (Mulyati & Gesitera, 2020) with the result that online consumer reviews have a positive and significant influence on online shopping intentions of Bukalapak consumers through consumer trust in the Bukalapak online shop in Padang City.

CONCLUSION

Based on the research conducted, it can be concluded that viral marketing has a positive and significant effect on purchase intention, digital influencers have a positive and significant effect on purchase intention and online customer reviews have a positive and significant effect on purchase intention. From the conclusions obtained, it is suggested for further research to be able to examine and examine more deeply other factors not examined in this study, such as live streaming and brand ambassadors. Then it can also increase the number of respondents to get more accurate research results.

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