

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.

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.

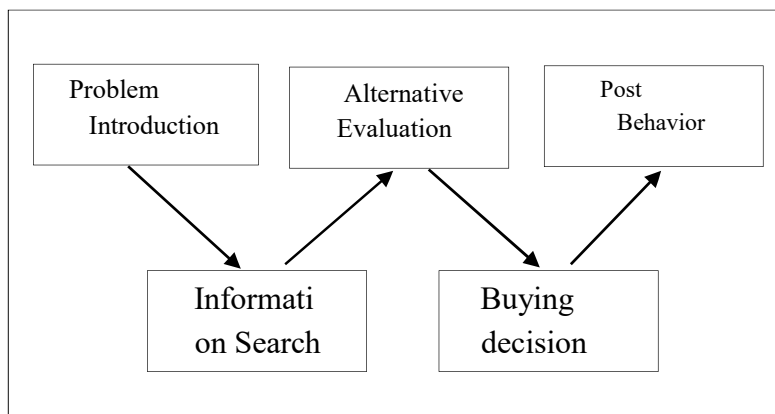
Viral marketing refers to situations that are now hotly debated and then leveraged by marketers in a marketing plan, in order for the message intended by marketing to quickly and easily spread throughout a large geographic area. A product or brand can be introduced using viral marketing, which can also 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 .

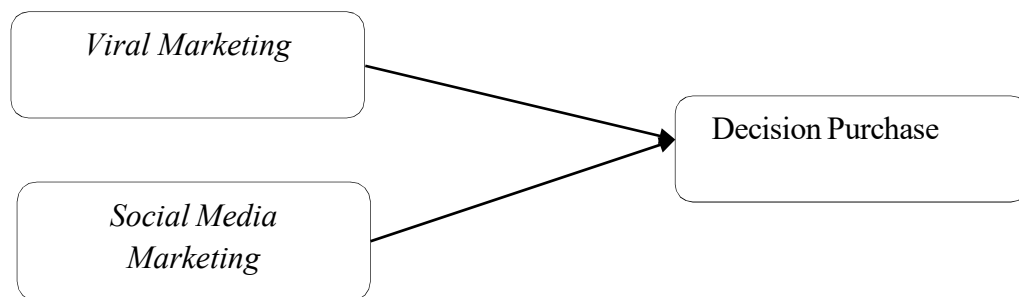
Introduction problem until with decision purchase can influenced by factors external or from outside one of them influenced by marketing . Marketers should use something viral or a viral marketing strategy to make it easy known to buyers so that influence decision made that is buy marketed products . 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	informat ion
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 2	0,009	signific ant
Social Media Marketi ng	0,182	1,72 1	0,087	signific ant

Table 4. Results F test (Influence Simultaneous)

F- count	F- table	Mark Significance
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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