



THE EFFECT OF VIRAL MARKETING AND BRAND IMAGE ON PURCHASE DECISIONS THROUGH E-TRUST

(Study on Kahf Skincare Customers)

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Abstract

Viral Marketing is a trend that is able to attract the attention of consumers through social media. This study aims to determine the effect of viral marketing and brand image on purchase decisions through e-trust. This research is a quantitative study using the SPSS 22 program. The population in this study is Kahf's Instagram followers. The sample in this research is 200 respondents. In addition, to test the feasibility of the instrument used validity and reliability tests, classical assumption tests, and hypothesis testing. Path analysis analysis technique. The results of this study indicate that (1) viral marketing has a positive and significant effect on e-trust, (2) brand image has a positive and significant effect on e-trust (3) viral marketing has a positive and significant effect on purchase decisions, (4) brand image has a positive and significant effect on purchase decision, (5) e-trust has a positive and significant effect on purchase decision. Based on the research results, suggestions for business actors provide more attractive advertisements for consumers, make product designs more attractive, and set products according to needs.

Keywords: *Viral Marketing, Brand Image, Purchase Decision, E-Trust.*

1. INTRODUCTION (TNR, 11 Bold)

Currently the Company relies heavily on information and communication technology products, namely the internet. The Internet has become an easy link between marketers and consumers. Rumata & Sastrosubroto (2021) explains that in early 2021 there will be 202.6 million internet users in Indonesia. This number increased by 15.5% compared to January 2020 or 27 million. Indonesia itself currently has a population of 27.9 million souls. This means that Indonesia's internet density will reach 73.7% in early 2021. It was recorded that 96, percent or 195.3 million Indonesians access the internet via cell phones. Social media is one of the activities favored by internet users. Currently, there are 170 million Indonesians who are active users of social media. On average, they spend 3 hours and 14 minutes on social networking platforms, (Cahyani et al., 2017). Currently, there are many local skincare products with various benefits and different price ranges. Caring for facial and body skin by using skincare products that people now realize is important. This was also emphasized by

dr. Indah Widyasari in Kompas (2019) According to her, skincare is really needed starting at a young age.

Consumers often look for interesting product reviews before making a purchase. The products are not only attractive, but also choose the right products and according to skin type. According to Kotler *et al.*, (2021), consumers determine their brand judgment during the appraisal stage, which reflects their purchase intention. In general, consumer purchasing decisions are buying the most preferred brand. Increasing technological developments make entrepreneurs required to use effective strategies. One form of marketing strategy used by social media to market products/services is electronic word-of-mouth (e-WOM). According to Cruz & Fill (2014) Viral marketing is a part of "electronic word of mouth (e-WOM) in which some form of marketing message related to a company, brand or product is transmitted in an exponentially growing way, often through the use of media applications. Viral Marketing according to Andreasen *et al.*, (2013) "Like a computer virus, viral marketing spreads messages globally, spreads across web communities, spreads quickly and uncontrollably cheap and almost effortlessly". is important in the success of a product being marketed. According to Durianto (2004) brand image is interrelated and brand associations that create a network in the minds of consumers. A brand image that will remain in the hearts of consumers. The trust factor (Trust) is also a consideration for consumers in shopping. Trust is open, motivated by those who are easily "attacked" by loved ones, and increase their propensity to believe (Gefen, 2002).

Before consumers decide to make a purchase, they often look for product reviews that interest them. Not only are the products attractive but they also choose which products are suitable and match their skin type. Usually they can find information on the internet such as Google, YouTube, Instagram and the web. Advertisements made by marketers are also a source of information for potential consumers before they buy a product. The increase in purchases of skincare in Indonesia has greatly increased because sellers can utilize social media to be the best and most attractive place for promotion. In this study, the authors focused on conducting research on customers who were interested in buying products after viewing Kahf's social media. Kahf itself is a product of PT Paragon Technology and Innovation, which was founded in 1985. Avoskin believes that everyone has the right to benefit from nature. Every small step that Avoskin takes, Avoskin creates innovation and creates products from nature. Even in Java and Bali, depending on the natural ingredients, the ingredients are naturally blended from the latest technology to achieve genuine long-term results. Paragon was founded by Nurhayati Subakat under the name PT Pusaka Tradition Mother with the Putri brand as a pioneer with the motto Salon's Best Choice.

In recent years, there have been many kinds of local and imported cosmetic brands that have competed with each other by issuing their best products so as not to be outdone by competitors. The author chose Kahf's research object because this product is a halal and modern care product for today's men, which only exists in certain cities and also online stores



in various e-commerce and social media. However, even this product enthusiasts are no less than competing products such as the Aubree, The Whitelab, Scarlett, etc. Based on the description that the author has explained, the author himself will discuss viral marketing and brand image on purchase decisions through e-trust on kahf where viral marketing is one of the causes that can influence buyers when making purchasing decisions on Avoskin products because of reviews from other consumers. or beauty influencers who share experiences through social media such as Instagram, YouTube, etc. In addition, the brand image of a product also influences consumer purchasing decisions, where if the product has a good reputation, consumers will be stronger to make purchases. Online trust is also an important factor in purchasing decisions, where if purchases are made online and reviews are viewed online, consumers must have strong trust in the product.

2. IMPLEMENTATION METHOD

This research uses quantitative research with descriptive and explanatory research methods. The population in this study were Kahf's Instagram followers. While the sampling technique in this study used a purposive sampling technique and simple random sampling because the sampling was carried out randomly and the samples had the same opportunity using the Daniel & Terrell formula so that 200 respondents were obtained. Data analysis technique using path analysis and Sobel test. The following is a substructural equation model I and II in this study:

$$\text{Model 1 : } Z = \beta ZX_1 + \beta ZX_2 + e1$$

$$\text{Model 2 : } Y = \beta YX_1 + \beta YX_2 + \beta yZ + e2$$

Information:

X_1	= Viral Marketing	Z	= E-Trust
X_2	= Brand Image	$e1$	= structure 1 error
Y	= Purchase Decision	$e2$	= structure 2 error

3. RESULTS AND DISCUSSION

3.1 Results

Respondents who had the largest number of respondents came from women aged 21-25 years, among students and had expenses of Rp. 1,000,001-Rp. 1,500,000, the type of product Laneige is most interested in buying is Purely Cleanse and the social media that is most often used to collect product information is Instagram. This shows that consumers who come from students and students have a high level of interest in skincare and they seek as much information as possible through Instagram Social Media when they want to purchase kahf products.

variable	T_{count}	T_{table}	Sig.	Description
$X_1 \rightarrow Z$	6.440	1,97	0,000	H1 received
$X_2 \rightarrow Z$	8.004	1,97	0,000	H2 received
$X_1 \rightarrow Y$	2.568	1,97	0,011	H3 received

$X_2 \rightarrow Y$	7.043	1,97	0,000	H4 received
$Z \rightarrow Y$	8.674	1,97	0,000	H5 received
$X_1 \rightarrow Z \rightarrow Y$	8.269	1,97		H6 received
$X_2 \rightarrow Z \rightarrow Y$	8.451	1,97		H7 received

Source: *Primary data processed, 2022*

In the test of the direct effect of viral marketing on e-trust, it was obtained that variable X_1 on variable Z with a t_{count} of $6.440 > t_{\text{table}} = 1.97$ so that this confirms that $t_{\text{count}} > t_{\text{table}}$ and the sig. $0.000 < 0.05$ and it can be concluded that the viral marketing variable has a direct and significant positive effect on e-trust, so that H_1 is accepted. In the test of the direct effect of brand image on e-trust, it was obtained that variable X_2 on variable Z with a t_{count} of $8.004 > t_{\text{table}} = 1.97$ so that this confirms that $t_{\text{count}} > t_{\text{table}}$ and the sig. $0.000 < 0.05$ and it can be concluded that the brand image variable has a direct and significant positive effect on e-trust, so H_2 is accepted. In the direct effect test of viral marketing on purchase decision, it was obtained that variable X_1 on variable Y with a t_{count} of $2.568 > t_{\text{table}} = 1.97$ so that this confirms that $t_{\text{count}} < t_{\text{table}}$ and sig. $0.011 > 0.05$ and it can be concluded that the viral marketing variable has a direct and significant positive effect on the purchase decision, so H_3 is accepted. In testing the direct effect of brand image on purchase decision, it was obtained that variable X_2 on variable Y with a t_{count} of $7.043 > t_{\text{table}} = 1.97$ so that this confirms that $t_{\text{count}} > t_{\text{table}}$ and sig. $0.000 < 0.05$ and it can be concluded that the brand image variable has a direct and significant positive effect on the purchase decision, so H_4 is accepted. e-trust on purchase decision is obtained by variable Z on variable Y with a t_{count} of $8.674 > t_{\text{table}} = 1.97$ so this confirms that $t_{\text{count}} > t_{\text{table}}$ and sig. $0.000 < 0.05$ and it can be concluded that the e-trust variable has a direct and significant positive effect on the purchase decision, so that H_5 is accepted. Based on the calculation of the Sobel test, it is obtained that t is 8.269, so that the t value obtained is $t_{\text{count}} > t_{\text{table}}$, namely $8.269 > 1.967$, thus proving that e-trust is able to mediate the relationship between the influence of viral marketing on purchase decisions, so that H_6 is accepted. Based on the Sobel test calculation above, a t of 8.451 is obtained, so the t value obtained is $t_{\text{count}} > t_{\text{table}}$, namely $8.451 > 1.967$, thus proving that e-trust is able to mediate the relationship between the influence of brand image on purchase decisions, so that H_7 is accepted.

3.2 Discussion

In the first hypothesis, viral marketing has a positive and significant effect on e-trust. This means that the higher the viral marketing tends to increase e-trust. Thus this study supports previous research by Yousaf et al., (2018) viral marketing has a positive and significant effect on e-trust. research is also in line with Ho & Dempsey (2010) that viral marketing plays a major role in shaping consumer online trust. The results of this study indicate that content on social media, interesting social media content and social media content that can be easily shared with others can increase the level of consumer online trust in products. In the second hypothesis, brand image has a positive and significant effect on e-trust. This means that the higher the brand image, the higher the e-trust tends to be. Thus this



study supports previous research by Sidharta *et al.*, (2018) that brand image has a positive and significant effect on e-trust. research is also in line with the research of Mbete & Tanamal (2020) that brand image plays a major role in shaping consumer online trust. The results of this study indicate that the image of the product maker, the image of the user and the image of the product itself can increase the level of online consumer trust in Avoskin. In the third hypothesis, viral marketing has a positive and significant effect on purchase decisions. This means that the higher the viral marketing, the higher the purchase decision tends to be. Thus this study supports previous research by Ahmed (2018) that viral marketing has a positive and significant effect on purchase decisions. research is also in line with this study, namely Sembiring & Ananda (2019) that viral marketing plays a major role in shaping consumer purchasing decisions. The results of this study indicate that content on social media, interesting social media content and the ease of sharing product information online can increase purchasing decisions for Avoskin products. In the fourth hypothesis, brand image has a positive and significant effect on purchase decisions. This means that the higher the brand image, the higher the purchase decision tends to be. This study supports previous research by Djatmiko & Pradana (2016) that brand image has a positive and significant effect on purchase decisions. research is also in line with research by Cahyani *et al.*, (2017) that brand image has a large role in shaping consumer purchasing decisions on Kahf. The results of this study indicate that the image of the product maker, the user's image and the product image itself can increase the level of consumer purchasing decisions on Kahf. In the fifth hypothesis, E-trust has a positive and significant effect on purchase decisions. This means that the higher the E-trust, the higher the purchase decision tends to be. Thus this research supports previous research by Triani *et al.*, (2019) e-trust has a positive and significant effect on purchase decisions. research is also in line with research by Alotaibi *et al.*, (2019) that e-trust has a role in shaping consumer purchase decisions at Avoskin. If consumers have full trust in Kahf products, this can make consumers have a purchasing decision on Kahf products. In the sixth hypothesis there is a positive and significant indirect effect between Viral Marketing on purchase decisions through e-trust. This research supports previous research by Sembiring & Ananda (2019) Viral Marketing has a direct positive and significant effect on online purchasing decisions through e-trust. With the existence of viral marketing products that maybe we didn't know until now, we know because they spread very quickly and reached the whole country. The creation of avosin products in Indonesia is a form of a high level of consumer trust that makes purchasing decisions for various avoskin products without coercion. In the seventh hypothesis, there is a positive and significant indirect effect of brand image on purchase decisions through e-trust. This supports previous research by Suhaily & Darmoyo (2017) that brand image has a positive and significant indirect effect on purchase decisions through e-trust. Brand image is a determinant that can influence consumer subjective perceptions in making purchasing decisions. The better the brand image, the more positive the attitude towards the product to be purchased. There is trust that

is built when customers have confidence in a product and product image and brand image so that this can trigger a purchasing decision.

4. CONCLUSION

This research can add to the literature related to viral marketing, brand image, purchase intention, and e-trust because these findings can help companies to be more selective in using viral marketing that has the ability; such as, informing, the format of social media content, getting reviews from other people through social media in seeking information about Avoskin products so that consumers can make purchasing decisions by paying attention to brand image or giving brand impressions and awareness; such as, the image of the maker, user image and product image. The results of this study are expected to provide an overview to the company so that it becomes a reference for market expansion and towards the right consumer targets.

This research has research limitations: (1) only uses two independent variables and one dependent variable, (2) only uses data analysis techniques through path analysis so that further research is expected to use more detailed data analysis.

The implications of this research are expected to provide information to companies to be more innovative in creating social media content to promote their products and develop their products; For example, making travel size packaging so that it can reach all levels of society, providing a choice of gift sets to make it easier for consumers if they want to give gifts to their family or closest friends using Kahf products.

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