

Research Article

The Effect of Viral Marketing on Brand Awareness through Purchase Decision: Studies Coffee in Malang City

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ORCIDRayie Tariaranie Wiraguna: <https://orcid.org/0000-0001-7734-3720>**Abstract.**

This study has the purpose to find out how to build brand awareness by means of viral marketing and make consumers interested in making purchase decisions. The approach used in this research is explanatory. The results that have been obtained show that viral marketing significantly influences brand awareness with purchase decisions as an intervening variable. These results indicate that: (1) There is a positive and significant effect of viral marketing on brand awareness. (2) There is a positive and significant effect of viral marketing on purchase decisions. (3) There is a positive and significant effect of the purchase decision on brand awareness. (4) There is a positive.

Keywords: viral marketing¹, brand awareness², purchase decision³, fore coffee⁴Corresponding Author: Rayie
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1. Introduction

The presence of the coffee shop industry today makes consumer lifestyle trends change. The change is reflected in the perception of consumers who shift the assessment of coffee shops as not just a place to enjoy coffee, but leads to a place to spend time, meetings with colleagues, meeting with friends, and various other goals, so that a special attraction arises. The attractiveness of the existence of a coffee shop can be seen from the level of brand awareness owned by the public as potential consumers.

According to (Philip Kotler, 2013) what is meant by brand awareness is the power possessed by a brand so that it is easily recognized by consumers. This power is embedded in the memory of consumers and becomes a differentiator from other brands, thus allowing consumers to recognize them in a variety of conditions. Increasing brand awareness is the key to all forms of brand recognition strategies (Christian Homburg, 2010), which can be formed through the dissemination of information in the form of marketing related to products with the brand, one of which is viral marketing.

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Viral marketing is a form of news created by word of mouth or news that continues to encourage consumers to share stories about products or services to share with others online. Krishnamurthy (2001) in (Arnaud De Bruyn, 2008) stated that the purpose of viral marketing is to disseminate information about products and services through consumer-to-consumer (peer-to-peer) communication not through company-to-consumer communication, so that market adoption is faster and there is cost-effectiveness. The success of viral marketing depends on the desire of consumers to actively forward the advertisements they receive to people they know (Pescher et al., 2014) quoted by (Tandijaya & Hatane, 2021), so as to be able to make a purchase decision for products with the brand. According to (Buchari, 2016), a purchase decision is a consumer decision that is influenced by several factors, especially about processing all information to form consumer attitudes and draw conclusions in the form of answers about which product to buy.

From the explanation above, it can be drawn to the understanding that brand awareness can be created from the existence of viral marketing, while viral marketing is able to form purchase decisions. Research by Gina (2018) and Pranata & Pramudana (2018) states that viral marketing has a significant effect on brand awareness. However, viral marketing can generate brand awareness if the packaging of content to convey its message is able to attract the hearts of the public so that the brand can always be remembered (Maulana & Susandy, 2019a).

The existence of viral marketing among the public toward a certain product will make people think about making a purchase (Sigar et al., 2021). Research by Arjunita et al. (2021), Sandala et al. (2019), Sari & Widowati (2014), and Tendean et al. (2020) agreed that viral marketing has a positive relationship with purchase decisions, so it can be said that viral marketing can influence brand awareness as well as purchasing decisions.

Fore Coffee is an example of a business in the coffee shop field that carries the latest according to modern consumer lifestyle trends. Therefore, researchers are interested in examining the relationship between the three variables, namely viral marketing, brand awareness, and purchase decisions at Fore Coffee. The difference between this study and previous research is in the use of intervening variables, namely purchase decisions. This is based on the fact that the level of product purchases will trigger brand awareness by consumers of products with the brand, because there has been a strong trust in the brand (Pranata & Pramudana, 2018). Therefore, this study will discuss the influence of viral marketing on brand awareness with purchase decisions as an intervening variable, so that the research model is like Figure 2.

Information:

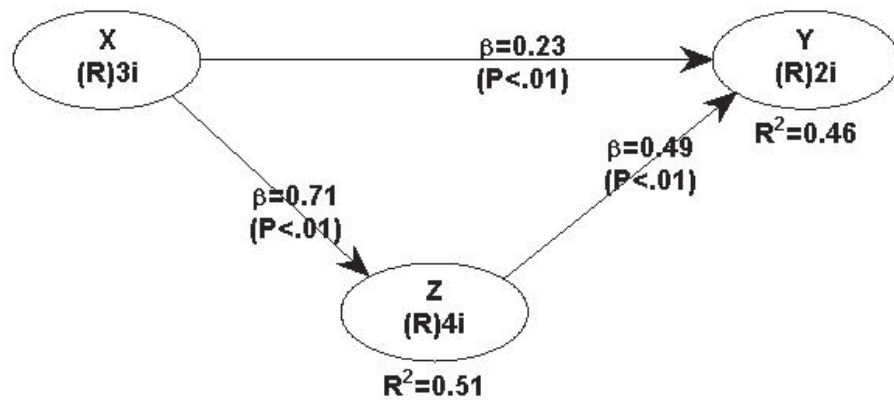


Figure 1: Research Design. Source: Processed by researchers, 2022.

: Influence of variable X on variable

: Influence of variable X on variable Y with variable Z as the mediating variable

2. Methodology

This type of research is explanatory research with a quantitative analysis approach to examine the influence of viral marketing on brand awareness with purchase decisions as an intervening variable. The variables used in this study are dependent variables in the form of brand awareness (Y) with 2 indicators, namely Recall and Recognition (Aberdeen et al., 2016), and independent variables in the form of viral marketing (X) with 3 indicators as follows Social media content format, Received from someone in social network, and Interesting, useful, or entertaining (Liu & Wang, 2019), and intervening variables, namely purchase decision (Z) with 4 indicators including decisions related to products, decisions related to product types, decisions related to the timing of purchase, and decisions related to how to purchase (Susilo & Kholilurrohman, 2019).

The population in this study is infinite (infinite population) because it covers the entirety of Fore Coffee consumers, so a non-probability sampling technique is determined and uses a purposive sampling method that classifies into criteria, namely Men and Women aged 14-45 years and are consumers of Fore Coffee. In the study (Hair et al., 2014), it will be easier to accept if the sample has a ratio of 10: 1, so this study took 10 x 20 because the total number of indicators in this study was eleven indicators, then the sample amounted to 200 respondents. Data collection in this study used a closed questionnaire by filling out the G-form using the Likert scale from a scored assessment of 1 to 5.

The results of the data acquisition will be analyzed using Partial Least Square (PLS) with the help of WarpPLS software version 7.0. In addition, testing will be carried out in the form of descriptive statistics, instrument testing includes validity tests and reliability tests, then model evaluation, T-Tests, and Sobel Tests.

3. Results and Discussions

3.1. Description of Respondent Characteristics

Characteristics of respondents by age

TABLE 1: Characteristics of respondents by age.

No	Age	Number Respondents	of Percentage
1.	>24	17	8.5%
2.	20 – 24	173	86.5%
3.	< 20	10	5%
Total		200	100%

Based on the results in table 1, shows that the number of respondents with the age of fewer than 20 years is 5%, the age of 20 to 24 years is 173 or 86.5%, and the side is 8.5% are respondents with the age of more than 24 years.

Characteristics of respondents by gender

TABLE 2: Characteristics of Respondents By Gender.

No	Gender	Number of Respondents	Percentage
1.	Man	76	38%
2.	Woman	124	62%
Total		200	100%

Source: Processed Primary Data, 2022

Based on the results in table 2, shows that the number of male respondents is 38% of the total respondents amounting to 200, while 62% is occupied by female respondents.

Characteristics of respondents by the province of residence

Based on the results in table 3, shows that the majority of respondents are domiciled in East Java Province at 66% of the total respondents of 200 people, at 0.5% in West Java, Central Java at 2.5%, Jakarta at 7.5%, Yogyakarta at 6%, and outside Java at 17.5%.

Instrument Testing

Validity

TABLE 3: Characteristics of Respondents By Province of Residence.

No	Province	Number of respondents	Percentage
1.	East java	132	66 %
2.	West java	1	0.5%
3.	Central Java	5	2.5%
4.	Jakarta	15	7.5%
5.	Yogyakarta	12	6%
6.	Outside Java Island	35	17.5%
Total		200	100%

Source: Processed Primary Data, 2022

The purpose of this test is to ensure that the questionnaire used in the study is valid or reliable. The test was carried out in two stages, namely 1st order to see whether the statement item is valid, and 2nd order to see whether the indicator is valid in measuring variables.

Convergent validity

Convergent validity in the estimation of PLS results uses the value of the loading factor, provided that it is valid if the value of the loading factor is greater than 0.6 (> 0.6). The results of the convergent validity 1st order test can be seen in table 4 below:

From table 4, it can be seen that the overall test on convergent validity 1st order and convergent validity 2nd order shows a Loading Factor value of more than 0.6 meaning that it has met the data requirements said to be valid on the convergent validity test. This means that the overall statements and indicators are declared valid in representing the measurement of research variables. In addition, in testing the validity of convergent also pay attention to the results of the AVE (Average Variance Extracted) value, provided that it is valid if the AVE value is higher than 0.5. The test results of the AVE value of 1st order can be seen in table 5. The test results can be seen in table 5 below:

From table 5 it can be seen that the overall test on convergent validity 1st order and convergent validity 2nd order resulted in a loading factor value greater than 0.6. That is, all research indicators and variables have been declared valid, so that the indicators used have been able to represent the measurement of research variables or are valid.

Validity of discriminants

The discriminant validity uses square roots AVE (AVEs) values where the value must be greater than other variables. The results of the AVEs values can be seen in table 6 below:

TABLE 4: Loading Factor1st Order.

No.	Variable	Indicators	Items	Loading Factor		Notes
				1st order	2nd order	
1	Viral Marketing (X)	Format content media social	X1.1	0.786	0.553	Valid
2			X1.2	0.643		Valid
3			X1.3	0.792		Valid
4		Received from someone in social network	X2.1	0.834	0.695	Valid
5			X2.2	0.834		Valid
6			X3.1	0.810	0.617	Valid
7		Interesting, useful, or entertaining	X3.2	0.787		Valid
8			X3.3	0.758		Valid
9			Brand Awareness (Y)	Recall	Y1.1	0.816
10	Y1.2	0.816				Valid
11	Recognition	Y2.1			0.876	0.767
12		Y2.2	0.876		Valid	
13	Purchase Decision (Z)	Product-related decisions	Z1.1	0.789	0.575	Valid
14			Z1.2	0.663		Valid
15			Z1.3	0.814		Valid
16		Decisions regarding product types	Z2.1	0.848	0.719	Valid
17			Z2.2	0.848		Valid
18		Decisions regarding the timing of purchase	Z3.1	0.812	0.659	Valid
19			Z3.2	0.812		Valid
20		Decisions on how to purchase	Z4.1	0.699	0.612	Valid
21			Z4.2	0.811		Valid
22			Z4.3	0.831		Valid

Source: WarpPLS Processed Data, 2022

From table 6, it can be seen that the AVEs values in each of the Viral Marketing(X), Brand Awareness(Y), and Purchase Decision (Z) variables have a greater AVE square root value than other variables which means that all variables are declared to meet the validity of discrimination.

TABLE 5: Nilai Loading Factor 2nd Order.

No.	Variable	Indicators	Loading Factor		Notes
			1st order	2nd order	
1	Viral Marketing (X)	Format content media social	0.871	0.748	Valid
		Received from someone in social network	0.837		Valid
		Interesting, useful, or entertaining	0.885		Valid
2	Brand Awareness (Y)	Recall	0.885	0.808	Valid
		Recognition	0.899		Valid
3	Purchase Decision (Z)	Product-related decisions	0.835	0.674	Valid
		Decisions regarding product types	0.819		Valid
		Decisions regarding the timing of purchase	0.775		Valid
		Decisions on how to purchase	0.852		Valid

Source: WarpPLS Processed Data, 2022

TABLE 6: Nilai Akar AVEs.

	VM (X)	BA (Y)	PD (Z)
VM (X)	(0.865)	0.551	0.712
BA (Y)	0.551	(0.899)	0.629
DP (Z)	0.712	0.629	(0.821)

Source: WarpPLS Processed Data, 2022

Reliability test

Uji reliability to determine the accuracy of the data construct by using the condition of using a composite reliability value where the value must be greater than 0.7. The calculation results can be seen in table 7 below:

Based on table, it can be seen that the composite reliability value of each test Internal consistency reliability 1storder for the indicator and Internal consistency reliability 2storder for variables resulted in a value greater than 0. 7, meaning that the entire statement item used to measure each indicator is declared reliable or accurate and the indicator is reliable in measuring variables.

PLS Model Analysis

Testing inner model (Structural Model)

TABLE 7: Values of Cronbach's Alpha and Composite Reliability 1st Order.

No.	Variable	Indicators	Composite Reliability		Notes
			1 st order	2 nd order	
1	Viral Marketing (X)	Format content media social	0.786	0.899	Reliabel
		Received from someone in social network	0.820		Reliabel
		Interesting, useful, or entertaining	0.828		Reliabel
2	Brand Awareness (Y)	Recall	0.799	0.894	Reliabel
		Recognition	0.868		Reliabel
3	Purchase Decision (Z)	Product-related decisions	0.801	0.892	Reliabel
		Decisions regarding product types	0.836		Reliabel
		Decisions regarding the timing of purchase	0.795		Reliabel

Source: WarpPLS Processed Data, 20227

The Pinner model uses The Goodness of fit Model (GoF), to see the degree of contribution of independent variables to exogenous variables using adjusted R-squared (ARC) and Q-squared calculations. The test results can be seen in table 8 below:

TABLE 8: The goodness of Fit Model.

No.	Variabel	Adj. R2	Ket.	Q-squared	Ket.
1.	Brand Awareness (Y)	0.452	Moderat	0.454	Baik
2.	Purchase Decision (Z)	0.504	Kuat	0.507	Baik

Source: WarpPLS Processed Data, 20227

Based on table 8 above, it can be concluded that in the adjusted R-squared value of the Brand Awareness (Y) variable of 0.452 or 45.2%, which is a modern t predicate, meaning that the diversity of the Y variable can be explained by the X variable with a contribution of 45.2%. The Q-squared value of the Brand Awareness (Y) variable is greater than zero which is 0.454 so that the variable is declared to have good predictive validity. While the adjusted R-squared variable Purchase Decision (Z) of 0.504 or 50.4% is the strong predicate, meaning that the diversity of variable Z can be explained by variable X with a contribution of 50.4%. The Q-squared value of the Purchase Decision (Z) variable is greater than zero which is 0.507 so that the variable is declared to have good predictive validity.

T-Test

The T-test is used as a hypothesis to answer the influence of independent variables on dependent variables directly or indirectly, by looking at the path coefficient and p-values. Figure 2 will show the test results using WarpPLS version 7.0 and tabulate the test results listed in table 9.

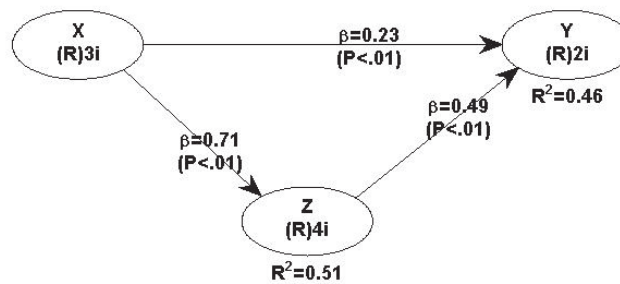


Figure 2: PLS Model Testing. Source: WarpPLS Processed Data, 2022.

TABLE 9: Hypothesis Testing.

No.	Hipotesis	Path Coef-ficient	Indirect Coeffi-cien	SE	P-values	Ket.
1.	X Y	0.234	-	0.068	<0.001	Significant
2.	X Z	0.712	-	0.062	<0.001	Significant
3.	Z Y	0.493	-	0.064	<0.001	Significant
4.	X Z Y	-	0.351	0.047	<0.001	Significant

Source: WarpPLS Processed Data, 2022

Based on table 13 about hypothesis testing in the study above, it can be concluded that there is a positive and significant direct influence of viral marketing (X) on brand awareness (Y) and purchase decision (Z) with coefficients of 0.234 and 0.712, respectively. There is a positive and significant influence of purchase decision (Z) on brand awareness (Y) with a coefficient of 0.493. There is a positive and significant influence but indirectly from viral marketing (X) on Brand Awareness (Y) because of through purchase decision (Z) as an intervening variable with an indirect coefficient value of 0.35. So it can be concluded that the Purchase Decision mediates the influence of viral marketing on Brand Awareness. With a VAF value of 0.585 or 58.5%. This means that The Purchase Decision as a partial mediator, which means that the viral marketing variable can directly affect the brand awareness on Forre Coffee, and or can have an indirect effect through the purchase variable decision.

Sobel Test

The Sobel test is carried out to find out whether the relationship through a mediation variable (purchase decision) is significantly able to become a mediator in the relationship of viral marketing with brand awareness. The results of the calculation of the sobel test are presented as follows:

$$S_{ab} = \sqrt{b^2 s_a^2 + a^2 s_b^2 + s_a^2 \cdot s_b^2}$$

$$S_{ab} = \sqrt{(0.493^2 \cdot 0.062^2) + (0.712^2 \cdot 0.064^2) + (0.062^2 \cdot 0.064^2)}$$

$$S_{ab} = 0.055$$

Equation 1 – Sobel Test

Information:

Sa = standard error coefficient a

Sb = standard error coefficient b

a = coefficient of an independent variable against the intervening variable

b = coefficient of the intervening variable against the dependent variable

To test the significance of indirect influences, it is necessary to calculate the value of t of the coefficient ab by the following formula:

$$t = \frac{ab}{S_{ab}}$$

$$t = \frac{0.712 \times 0.293}{0.055}$$

$$t = 3.8$$

Equation 2 – The Value of T of the Coefficient ab

Based on the calculation results of the sobel test above, it can be seen that the t value obtained is 3.8, which means that the calculated t value > t table is 3.8 > 1.972 with a significant level of 0.05 (significant level 5%). Thus, it can be concluded that purchase decisions are able to mediate the relationship between viral marketing and brand awareness significant.

4. Discussion

- Viral Marketing Has A Direct Positive And Significant Effect On Brand Awareness

Based on the results of the hypothesis test, it was found that there was an influence resulting from viral marketing on brand awareness directly positively and significantly. This means that the higher the viral marketing, the greater the occurrence of Brand Awareness or brand awareness at Fore Coffee. These findings are supported by the research results of Amperiyanto & Azizah (2021), Gina (2018: 9;), and Pranata & Pramudana (2018) where viral marketing variables have a significantly positive effect on brand awareness. This indicates that the higher the level of dissemination of information about a product so it makes it viral, it will trigger brand awareness on the product.

Basically, viral marketing is a form of strategy in the process of disseminating information about a product to the public through electronic channels or adding social media (Sandala et al., 2019, p. 2728), then viral marketing can also be referred to as a product advertising business. The public as consumers will easily recognize the brand if the information provided attracts attention and is easy to remember, so brand awareness has been successfully created. Tanpa trigger that is able to attract the attention of consumers, the message in the product delivered will die, so marketing will not always be successful if the main trigger is not attractive (Maulana & Susandy, 2019b).

- Viral Marketing Has A Direct Positive And Significant Effect On Purchase Decisions.

Based on the results of the hypothesis test, it was found that there was an influence resulting from viral marketing on purchase decisions directly positively and significantly. This means that viral marketing is able to contribute to an increase in the value of purchasing decisions. This finding is supported by the results of research by Sari & Widowati (2014:76), Sandala et al. (2019:2728), Tendean et al. (2020:153), and Arjunita et al. (2021:444) who agreed on the existence of a significant direct positive influence generated by viral marketing to purchasing decisions.

Good use of viral marketing will encourage products to be better known by the public from all walks of life, thus encouraging product purchases (Sigar et al., 2021, p. 848). So viral marketing as an effort to introduce the product through the delivery of electronic messages to the general public as potential consumers of the product (Arjunita et al., 2021; Sandala et al., 2019), need to contain content that attracts hearts and views. Other studies, such as Nggilu & Altje L. Tumbel (2019:2699), Furqon (2020:88), and Pratama et al. (2022:2022) reinforced the findings because they found the same influence, namely viral marketing on purchase decisions, had a positive and significant direct effect. Therefore, Fore Coffee can promote attractive product advertisements by increasing the amount of content to make it viral so that this will affect the level of product purchases to consumers.

- Purchase Decisions Have a Direct Positive and Significant Effect on Brand Awareness

Based on the results of the hypothesis test, it was found that there was an influence resulting from the purchase decision on brand awareness directly positively and significantly. This means that the higher the purchase decision, the greater the brand awareness will occur at Fore Coffee. Research by Ardiansyah & Sarwoko (2020) states that the purchase of a product (purchase decision) is motivated by consumer involvement in subjectivity to the product brand so that there is special attention to the characteristics of the brand. In summary, this indicates that the level of product purchases will trigger brand awareness by consumers of products with the brand, because there has been a strong trust in the brand (Pranata & Pramudana, 2018, p. 5234).

The selection of product purchases by consumers, tends to products that have been previously known because they have a level of dependence, a sense of comfort, and quality that can be unquestionable (Ali, 2019). This is a form in that product purchases make brand awareness higher. According to (Hoang et al., 2020), brand awareness can help consumers recognize brands in different product categories and influence them to intend or make decisions to buy them. Maulana & Susandy (2019) also agreed that product purchases will be based on buyers' interest in a certain brand both in terms of product types, discount promotions, and free shipping. Sivaram et al. (2019) did not find any effect between purchase decision and brand awareness, if the purchase of a product has been initiated by negative brand awareness such as the view that buying over the brand is a waste of money because it is expensive.

- Viral Marketing Has An Indirect Positive And Significant Effect On Brand Awareness Through Purchase Decisions

Based on the results of the hypothesis test, it was found that there was an indirect influence of viral marketing on brand awareness positively and significantly through purchase decisions as partial mediators. In addition, the significance level is based on the sobel test which shows a t value of 3.8 which means that the calculated t value > t table is $3.8 > 1.972$ with a significant level of 0.05 (significant level 5%). Based on the VAF value obtained at 0.585 or 58.5%, it shows that the purchase decision is a partial mediator. This means that the viral marketing variable can directly affect the brand awareness on Fore Coffee, and or it can affect indirectly the purchase variable decision. This result is supported by research by Maulida et al. (2022: 35), which states that viral marketing that is carried out correctly will be able to influence consumers' purchasing decisions whereas if this condition is carried out continuously it will make

the product better known by the wider community so that brand awareness of Amarthia Papaya Chips the stronger. According to (Ardiansyah & Sarwoko, 2020) marketing can take advantage of the presence of social media to be able to establish communication with customers, so that the results of this interaction will cause recommendations for product purchases which later create brand awareness from the product.

The importance of brand awareness, making various companies compete to reach the top of mind in the minds of consumers, so that marketing is carried out on various types of social media to be able to create product purchases (Pranata & Pramudana, 2018, p. 5238)., Another thing can be seen in the research of Pebrianti et al. (2020: 55), brand Awareness a consumer does not need to be given more encouragement to know the presence of products on the market, especially regarding the category of a brand. The level of consumer brand awareness can only be achieved through the company's method of communicating products through marketing both in terms of values and attributes that captivate consumers' emotions. Therefore, the content of content in advertising must be easy to understand and remember by consumers so that it will create brand awareness in consumers (Pranata & Pramudana, 2018, p. 5251). The use of viral marketing strategies such as product advertising is a major key in introducing product information to the general public. Packaging attractive advertising delivery will grow people's attention, thus making it viral. This can later become a factor in supporting the product purchase process, so as to create a strong memory in the minds of consumers of the brand awareness of the product.

5. Conclusion

From the explanation in the discussion section, it can be concluded that viral marketing has a direct positive and significant effect on brand awareness and purchase decisions. Furthermore, the direct and positive and significant influence occurs from the purchase decision on brand awareness. As well as finding an indirect influence of viral marketing on brand awareness positively and significantly through purchase decisions as partial mediators. From the results of these conclusions, researchers suggested to Fore coffee companies to create viral marketing by organizing the scheduling of Fore Coffee advertising content regularly and sustainably and displaying more reviews and testimonials from loyal consumers to provide advice to other potential customers, so that Fore Coffee consumers have confidence in the Fore Coffee brand for the loyal testimony of customers. And for the next research, in order to be used as a reference with different objects but still on similar research variables, namely viral marketing,

brand awareness, and purchase decisions or by using different variables, so as to be able to create updated content for the Fore Coffee company.

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