The Influence of Viral Marketing, Social Media Marketing and Product Quality on Purchasing Decisions For MS Glow Skincare In Indonesia

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Article Info	ABSTRACT
	The use of viral marketing strategies on platforms such as Instagram allows entrepreneurs to effectively expand market reach. The method of this research is a systematic and logical process of collecting and analyzing data to achieve goals based on the characteristics of beauty, using a quantitative approach. The aims are to determine and prove the hypothesis whether there is an influence of Viral Marketing (X1), Social Media Marketing (X2), and Product Quality (X3) on Purchasing Decisions (Y). Based on the results of the research and discussion, it is concluded that thare is an influence of Viral Marketing, Social Media Marketing, and Product Quality on Purchasing Decisions for Ms Glow products in Indonesia, because Viral Marketing is one of the social media used by several companies. Research can be used to provide an overview and insight into marketing communications carried out by the Ms Glow skincare business through social media, especially the implementation of Viral Marketing as a new communication style. Research can also be conducted on Viral Marketing conducted through other social media such as Instagram.

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1. INTRODUCTION

The fact that social media is rampant and the strong digital development has made some entrepreneurs/businessmen adopt social media to accommodate a trend that is currently developing (Widya, D., & Riptiono, 2019). The strong urgency driven by digital

developments and technological advances to change customer habits, due to the effectiveness and efficiency in shopping for more convenient needs (Widya, D., & Riptiono, 2019). That way, entrepreneurs/businessmen are required to be more active in implementing these activities with consumers directly (Natalia, I., & Sudrajat, 2022). So that businesses can take advantage of the momentum to market products to the online market that has a flexible reach. According to Sibtiyah, L. et. al. (2023) social media is a place for the development of technology that indirectly affects the habits and culture of society.

The development of internet use has also encouraged the existence of great potential so that online shop activities are created. In marketing products, one of the factors that need to be considered is viral marketing, viral marketing can be said to be one of the marketing techniques that uses social media as a tool with the aim of being able to convey messages and advertisements to potential consumers which later may cause the spread of messages that are informed to the public and disseminated to many people.

Creating a viral marketing strategy can be through billboards, newspapers and social media as a means of disseminating information. However, users can also combine multiple media as part of this strategy, such as merging billboard and social media. An example of a company that uses viral marketing is Shopee, a company engaged in the field of E-Commerce once invited a Girl Group from South Korea called BlackPink as their brand ambassador. Unmitigatedly, the advertisements they shared on the internet received a lot of enthusiastic responses from teenagers. Shopee targets their ads to be in accordance with what is going viral on social media (Aisah and Permana, 2023).

In this study, the author took one of the brands that is being loved by the Indonesian people, namely Ms. Glow. Ms Glow is a cosmetics brand which stands for Magic Skin For Glowing. Ms Glow has a target market, namely all people who need treatment starting from the age of 17 years or all people who need this product without exception pregnant women or mothers who are breastfeeding because Ms Glow products have been tested and certified BPOM and halal so that the quality of the product can be guaranteed. According to the fatwa of the Indonesia Ulema Council (MUI) No. 26 of 2013 concerning the halalness of skincare products and cosmetics with unclean and haram ingredients, such as products derived from pig genetics.

Based on the background expressed above, the formulation of the problems in this study are: 1. How does viral marketing affect the purchase decision of MS Glow? 2. How does product quality affect the purchase decision of MS Glow in Indonesia? 3. How do consumers influence the purchase decision of MS Glow products in Indonesia?

2.   LITERATURE REVIEW

Viral marketing is defined as a marketing technique using social media, both online and offline, such as Facebook and Twitter that are increasingly showing the importance of social media in building a digital business ecosystem.

According to Narottama and Moniaga (2022), the development of technology (especially the internet) can help consumers and make it easier to access information quickly and easily. This also applies to the transformation of the traditional way of life that is completely online. Social media marketing is the use of social media as a promotional medium in the form of products or services.

According to Kotler (2012) product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Product quality is one of the determining factors in purchasing decisions because good product quality will create, maintain and make consumers loyal.

3. METHOD

This type of research is a process of data collection and data analysis that is carried out systematically and logically to achieve a certain goal and this research is based on

characteristics for beauty. In this study, the researcher used a type of quantitative research.

This research conducts a systematic investigation to research a phenomenon by collecting data that can be measured using statistics, mathematics and computing. This study uses a quantitative research method because this study uses numbers with statistical calculations and aims to conduct tests that have been made. In this study, it was carried out to find a causal relationship between one independent variable (independent variable), namely viral marketing (X_1), social media marketing (X_2) and product quality (X_3) on the dependent variable (bound variable), namely purchase decision (Y).

The data collection method in this study is by field research techniques. This technique is carried out by distributing questionnaires to obtain data by filling out questionnaires. A questionnaire is a tool used in research to collect data from respondents. It is a form that contains a series of questions designed to get the information needed by the researcher. The questionnaire can be in written or electronic form, and can be distributed directly to respondents or through online media. The measurement scale in this study is using the Likert scale. According to Sugiyono (2006), the likert scale is a scale used to measure attitudes, opinions and perceptions towards individuals or groups related to social phenomena that are occurring.

Pernyataan	Kode	Penilaian
Sangat Setuju	SS	5
Setuju	S	4
Netral	N	3
Tidak Setuju	TS	2
Sangat Tidak Setuju	STS	1

Sumber: Sugiyono, 2018

Figure 1. Instrument of skala likert

4. RESULTS AND DISCUSSION

Table 1 Results of the Validity Test of the *Viral Marketing Questionnaire* (X1)

Statement	$R\text{-}_{hitung}$	$r\text{-}_{tabel}$	Condition	Conclusion
Butir 1	0,619	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 2	0,633	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 3	0,655	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 4	0,729	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 5	0,756	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 6	0,815	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 7	0,805	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 8	0,742	0,254	$r_{hitung} > r_{tabel}$	Valid
Butir 9	0,583	0,254	$r_{hitung} > r_{tabel}$	Valid

Source: Data Processing Results, 2024

Table 1 above explains the results of the validity test of viral marketing variables that all statements have a value of > tables, which is that the viral marketing variables in this study are declared valid and suitable for use in this study.

Table 2 Results of the Social *Media Marketing Questionnaire* Validity Test (X2)

Statement	*R-hitung*	*r-tabel*	Condition	Conclusion
Butir 1	0,834	0,254	rhitung > rtabel	Valid
Butir 2	0,829	0,254	rhitung > rtabel	Valid
Butir 3	0,773	0,254	rhitung > rtabel	Valid
Butir 4	0,793	0,254	rhitung > rtabel	Valid
Butir 5	0,838	0,254	rhitung > rtabel	Valid
Butir 6	0,659	0,254	rhitung > rtabel	Valid
Butir 7	0,793	0,254	rhitung > rtabel	Valid
Butir 8	0,838	0,254	rhitung > rtabel	Valid
Butir 9	0,754	0,254	rhitung > rtabel	Valid
Butir10	0,739	0,254	rhitung > rtabel	Valid
Butir 11	0,834	0,254	rhitung > rtabel	Valid
Butir 12	0,829	0,254	rhitung > rtabel	Valid

Source: Data Processing Results, 2024

Table 2 above explains the results of the validity test of social media marketing variables that all statements have a value of > table, which is that the social media marketing variable in this study is declared valid and feasible to be used in this study.

Table 3 Results of Validity Test of Questionnaire on Product Quality (X3)

Statement	*R-hitung*	*r-tabel*	Condition	Conclusion
Butir 1	0,894	0,254	rhitung > rtabel	Valid
Butir 2	0,671	0,254	rhitung > rtabel	Valid
Butir 3	0,680	0,254	rhitung > rtabel	Valid
Butir 4	0,613	0,254	rhitung > rtabel	Valid
Butir 5	0,720	0,254	rhitung > rtabel	Valid
Butir 6	0,657	0,254	rhitung > rtabel	Valid
Butir 7	0,894	0,254	rhitung > rtabel	Valid
Butir 8	0,728	0,254	rhitung > rtabel	Valid
Butir 9	0,782	0,254	rhitung > rtabel	Valid
Butir10	0,894	0,254	rhitung > rtabel	Valid
Butir 11	0,606	0,254	rhitung > rtabel	Valid
Butir 12	0,646	0,254	rhitung > rtabel	Valid
Butir 13	0,699	0,254	rhitung > rtabel	Valid
Butir 14	0,894	0,254	rhitung > rtabel	Valid
Butir 15	0,671	0,254	rhitung > rtabel	Valid
Butir 16	0,459	0,254	rhitung > rtabel	Valid

Source: Data Processed 2024

Table 3 above explains the results of the validity test of product quality variables that all statements have > value of the table, which means that the product quality variable in this study is declared valid and suitable for use in this study.

Table 4 Results of the Validity Test of the Questionnaire on Purchase Decisions (Y)

Statement	R-count	r-table	Condition	Conclusion
Butir 1	0,838	0,254	rhitung > rtabel	Valid
Butir 2	0,696	0,254	rhitung > rtabel	Valid
Butir 3	0,671	0,254	rhitung > rtabel	Valid
Butir 4	0,660	0,254	rhitung > rtabel	Valid
Butir 5	0,754	0,254	rhitung > rtabel	Valid
Butir 6	0,659	0,254	rhitung > rtabel	Valid
Butir 7	0,838	0,254	rhitung > rtabel	Valid
Butir 8	0,662	0,254	rhitung > rtabel	Valid
Butir 9	0,673	0,254	rhitung > rtabel	Valid
Butir10	0,665	0,254	rhitung > rtabel	Valid

Source: Data Processed 2024

Table 4 above explains the results of the validity test of the purchase decision variable that all statement items have a value of > table, which that the purchase decision variable in this study is declared valid and suitable for use in this study.

Table 5 Reliability Test Results

Variable	Koefisien Cronbach's Alpha	Koefisien r	Conclusion
Viral Marketing	0,875	0,8000 – 1,0000	Very High
Social Media Marketing	0,944	0,8000 – 1,0000	Very High
Product Quality	0,938	0,8000 – 1,0000	Very High
Purchase Decision	0,892	0,8000 – 1,0000	Very High

Source: Data Processing Results, 2024

Table 5 above explains the results of the reliability test that has been carried out, where all variables have a Cronbach's alpha value greater than 0.05, namely the Viral Marketing (X1) variable of 0.875, Social Media Marketing (X2) of 0.944, Product Quality (X3) of 0.938, and Purchase Decision (Y) of 0.892. It can be concluded that all variables are declared reliable and have a very high relationship, so they can be used in this study.

Table 6 Results of the normality test using K-S Test

Test Statistic	0,060
Asymp. Sig. (2-tailed)	**0,077**

Source: Data Processing Results, 2024

The results of the Kolmogorov Smirnov test showed that the sig value = 0.077 was greater than the alpha value of 0.05, which means that the data used were normally distributed.

Table 7 Results of Linearity Test

Variable	Sig	Alpha	Condition	Information
Viral Marketing > Purchase Decision	0,393	0,05	Sig>Alpha	Linier
Social Media Marketing > Purchase Decision	0,286	0,05	Sig>Alpha	Linier

Product Quality > Purchase Decision	0,050	0,05	Sig>Alpha	Linier

Source: Data Processing Results, 2024

Table 7 above explains the results of the linearity test between independent variables and dependent variables. The significance value between the independent variable and the dependent variable was greater than 0.05. The value of the viral marketing variable sig on purchase decisions was 0.393, the social media marketing variable sig value on purchase decisions was 0.495, and the product quality variable sig value on purchase decisions was 0.50. Thus, it can be concluded that there is a linear relationship between variables.

Table 8 Multiple Linear Regression Analysis Test Results

Variable	Regression Value
(Constant)	1,120
Viral Marketing	0,100
Social Media Marketing	0,031
Product Quality	0,528

Source: Data Processing Results, 2024

Based on table 8, the results of the calculation of multiple linear regression using SPSS are as follows: constant a = 1.120 coefficients b1 = 0.100, b2 = 0.031, and b3 = 0.528, so that the regression equation can be formulated as follows:

$$Y = a + b1X1 + b2X2 + b3X3$$

$$Y = 1,120 + 0,100X1 + 0,031X2 + 0,528X3$$

Information:

a = Constant

b = Regression Coefficient

X1 = Viral Marketing

X2 = Social Media Marketing

X3 = Product Quality

Y = Purchase Decision

Table 9 Determination Coefficient Test Results R

Variabel	R	R Square
Viral Marketing, Social Media Marketing, Kualitas Produk Purchase Decision	0,985[a]	0,971

Source: Data Processing Results, 2024

Based on table 9, it shows that the correlation coefficient (R) value of 0.985 means that the level of relationship between Viral Marketing (X1), Social Media Marketing (X2), Product Quality (X3) and Purchase Decision (Y) is positive. The determinant coefficient of R^2 (R-Square) of 0.971 means that the purchase decision (Y) is influenced by Viral

Marketing (X1), Social Media Marketing (X2), and Product Quality (X3) by 0.971 or 97.1%, while the remaining 2.9% is influenced by other factors/variables outside this study.

Table 10 Results of the *Viral Marketing Regression Coefficient* Test (X1), *Social Media Marketing* (X2), and Product Quality (X3) on Purchase Decisions (Y)

	Sig	alpha	Condition	t-count	T-table	Condition	Remarks
Viral Marketing	0,000	0,05	Sig<Alpha	3,876	1,972	t-hitung> t-tabel	Ho rejected
Social Media Marketing	0,000	0,05	Sig<Alpha	3,330	1,972	t-hitung> t-tabel	Ho rejected
Product Quality	0,000	0,05	Sig<Alpha	35,166	1,972	t-hitung> t-tabel	Ho rejected

Source: Data Processing Results, 2024

1. Viral Marketing (X1) on Purchase Decisions (Y)

    Table 10 explains that the Viral Marketing variable (X1) with a t-count value of 3.876 > t-table 1.972 and a significance value of 0.000 < 0.05, then Ho is rejected and Ha is accepted. This means that viral marketing partially affects the purchase decision of Ms Glow products.

2. *Social Media Marketing (X2) vs. Purchase Decision (Y)*

    Table 4.10 explains that the Social Media Marketing variable (X2) with a tcal value of 3.330 > t-table 1.972 and a significance value of 0.000 < 0.05, then Ho is rejected and Ha is accepted. This means that Social Media Marketing (X2) partially affects the purchase decision of Ms Glow products.

3. Product Quality (X3) to Purchase Decision (Y)

    Table 4.10 explains that the Product Quality variable (X3) with a tcal value of 35.166 > t-table 1.972 and a significance value of 0.000 < 0.05, then Ho is rejected and Ha is accepted. This means that Product Quality (X3) partially affects the purchase decision of Ms Glow products.

Table 11 Test F Results

Model		F	Sig.
	Regression	**2203,658**	**0,000ᵇ**
	Residual		
	Total		

Source: Data processed in 2024

Table 11 explains that the significance value for the influence of the variables Viral Marketing (X1), Social Media Marketing (X2), and Product Quality (X3) on purchase decisions (Y) is 0.000 where this significance value is less than 0.05, and the F-count value is 2203.658 > 2.35 (F-table). It can be concluded that viral marketing, Social Media Marketing, and Product Quality simultaneously affect the purchase decision of Ms Glow products.

Discussion

The result of this study is to find out and prove the hypothesis about whether or not there is an influence of Viral Marketing (X1), Social Media Marketing (X2), and Product Quality (X3) on Purchase Decisions (Y).

The results of the hypothesis test in this study are as follows:

1. The Influence of Viral Marketing on Purchase Decisions.

    The researcher in this study used a sample of 100 respondents who are Instagram application users who live in Bandar Lampung who have been using this application

for more than 3 (three) months.

The questionnaire distributed consisted of 24 statement items, 9 statement items for the Viral Marketing variable (X1), 12 statement items for Social Media Marketing (X2), 16 statement items for Product Quality (X3), and 10 statement items for the Purchase Decision variable (Y).

The average result of respondents' responses to the statement of the Viral Marketing variable (X1) was 4.04, which means that the research respondents said they agreed with the recapitulation about Viral Marketing (X1). This shows that Viral Marketing for Instagram application users in Bandar Lampung is very good.

The results of the study using the t-test showed that the t-count value was 3.876 > t-table 1.972, which means that H0 was rejected and H1 was accepted. This means that there is a significant influence between Viral Marketing (X1) and purchase decisions (Y). This study concludes that the better the Viral Marketing (X1) carried out by Ms. Glow's company, the better the decision to purchase Ms. Glow's products will be. Similarly, the worse the Viral Marketing carried out by the MS Glow company, the more the decision to buy Ms Glow products will decrease.

2. The Influence of Social Media Marketing on Purchase Decisions
The average result of respondents' responses to the statement of the variable Social Media Marketing (X2) was 3.89, which means that the research respondents said they agreed with the recapitulation about Social Media Marketing (X2). This means that Instagram Social Media Marketing is good.

The results of the study using the t-test showed that the t-count value of 3.330 was greater than the t-table value of 1.972, which means that H0 was rejected and Ha was accepted. This means that there is a significant influence between Social Media Marketing (X2) and purchase decisions (Y). This study concludes that the better the Social Media Marketing carried out by the MS Glow company, the better the purchase decision (Y) of MS GLow products will be. Similarly, the worse the Social Media Marketing is done, the more the decision to buy Ms. Glow's products will decrease.

3. The Influence of Product Quality on Purchase Decisions
The average result of respondents' responses to the statement of the Product Quality variable (X3) was 4.01, which means that the research respondents agreed with the recapitulation about Product Quality (X3). This means that Ms Glow's Product Quality is already very good.

The results of the study using the t-test showed that the t-value of 35.166 was greater than the t-table value of 1.972, which means that H0 was rejected and Ha was accepted. This means that there is a significant influence between Product Quality (X3) and purchasing decisions (Y). This study concludes that the better the Product Quality offered by the Ms Glow company, the better the purchase decision (Y) of Ms Glow products will be. Similarly, the worse the quality of the products offered, the more the decision to purchase Ms. Glow products will decrease.

4. The Influence of Viral Marketing, Social Media Marketing, and Product Quality on Purchase Decisions
Problems related to purchasing decisions can be problematic for a company trading goods and services in achieving company goals. This condition is certainly greatly influenced by many factors such as Viral Marketing, Social Media Marketing, and Product Quality as factors that affect purchase decisions.

5.   CONCLUSION

Based on the results of the research and discussion that has been presented previously, conclusions can be drawn from the research on the influence of Viral

Marketing, Social Media Marketing, and Product Quality on the Purchase Decision of Ms Glow products in Indonesia, because Viral Marketing is one of the social media used by several companies. The research can be used to provide an overview and insight into

marketing communication carried out by Ms Glow's skincare business through social media, especially the implementation of Viral Marketing as a new communication style. Research can also be conducted on Viral Marketing conducted through other social media such as Instagram.

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