p–ISSN: 2723 - 6609 e-ISSN: 2745-5254
Vol. 5, No. 3 March 2024
http://jist.publikasiindonesia.id/

The Influence of Viral Marketing on Tiktok Shop Live Streaming on Erigo Product Purchase Decisions

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Keywords:
viral marketing; live streaming; media; tiktok; purchase decision

ABSTRACT

This study aimed to gather information from the literature regarding the role of social media in tobacco control among adolescents and young adults, both domestically and internationally. The study utilized a literature review from articles on Google Scholar and PubMed published between 2019 and 2023. Inclusion criteria encompassed open-access articles related to interventions using social media to control tobacco consumption among adolescents and young adults, excluding modeling studies. Intervention outcomes were assessed and extracted in narrative form. Fourteen articles met the inclusion criteria (11 original research articles and 3 articles with secondary data). Research designs in the original research articles included Randomized Control Trials (RCTs) and in-depth interviews. Studies utilizing WeChat and WhatsApp demonstrated favorable intervention outcomes in delivering tobacco control messages. Peer mentoring through Instagram was also considered easily accessible for adolescents. Other social media platforms facilitating global discussions, such as Twitter, can enhance public literacy on electronic cigarettes and facilitate the implementation of electronic cigarette policies. Social media interventions in tobacco control are more readily accepted by adolescents, easily accessible, cost-effective, and provide post-intervention social support. The presence of Key Opinion Leaders (KOLs) and message-writing techniques

Introduction

Modernity is a concept that refers to a state or nature of something modern. Development that refers to all aspects of life, interaction between people, human resource management, economic growth, technological development, mindset formation, lifestyle affects the life of society as a whole. The fashion industry is an industry that has an important role in the life of modern society. Fashion today is not only a functional need, the clothes used are not only a practical need to protect the body in daily activities, but have developed into a value to express themselves, and even become a mirror of social or cultural identity.

The fashion industry is always evolving with very diverse product innovations. The growth of highly diverse fashion trends refers to the development of styles and fondness for fashion products that gain popularity and can be widely accepted over a period of time. Modern society today is more eye-opening with the development of fashion in the current era. People have begun to be aware of appearances every day and are starting to be aware of fashion trends that are developing at this time (Kartadinata, Yassar, & Rizkia, 2020).

The fashion industry is strongly influenced by rapid trend changes, fashion brands are required to always keep up with the latest trends and relevant to current market segments. The emergence of various kinds of consumer demand makes the spirit of creative industry players in bringing up various models with stylish and trendy styles without worrying about spending more prices with quality that can certainly compete. In this context, the large number of fashion brand labels triggers people to make purchases with very diverse choices. The emergence of local brands and supported by the Local Pride movement makes people proud to use local products made in Indonesia (Indriyani & Suri, 2020).

This tagline has a significant influence as an effort to increase the sense of pride of the community in using local products that can compete in terms of quality materials, design, comfort, at relatively affordable prices. The interaction that is built between individuals with other individuals can be easily without having to require contact meeting directly with our interlocutors. Apart from that, social media is one of the latest ways of communication that cannot be separated from society in the digital era. Increasingly fierce business competition requires someone to always be active in using technology as an effort to market their business (Suseno & Hidayat, 2021) (Gul, Shahzad, & Khan, 2014).

Social media can be used to share all information and opinions with applications or the web as an online-based technology platform. The development of technology that runs agilely will encourage people's curiosity to find information with various social media timeline platforms on today's internet-based digital networks Through social media users can find various information such as, the latest news and information, activities and updates of friends and family, interests and hobbies, opinions and perspectives on a topic of conversation, Not only that, social media users can also get information about a product and brand with the latest product promotions and reviews (Mufaddol, Basalamah, & Mustapita, 2023) (Sari, 2019).

Social media affects various sectors of life such as, education, politics, entertainment, health, social interaction and communication as well as the business and business sectors. Increasingly fierce business competition requires someone to always be active in using technology as an effort to market their business. In a survey obtained from the Katadata Databox, there are 5 E-commerce platforms with the most visitors in Indonesia in the quarter of 2023. E-commerce platform Shopee is ranked at the top in 2023 during the January - March period with a total of 158 Million visitors. Then ranked second by Tokopedia with 117 million visitors and followed by Lazada, Blibli, Bukalapak with 83.2 million visitors, 25.4 million, 18.1 million. It can be imagined that so many users are looking for various daily needs with online shopping platforms where there are various choices of diverse products with search features that can make it easier for users. Not only the E-commerce platform has already begun to penetrate the business industry. Timeline applications such as Facebook, Instagram and the popular application Tiktok are now starting to be used by active users of these social media accounts to offer their products and merchandise to a wider general audience (Furqon, 2020).

a. Tiktok

In this all-digital era, communication is valued as part of marketing, and vice versa marketing is also assessed by how the communication is built by the company with its consumers. Sharing experiences about new experiences makes people talk about a topic in a narrow community scope and can develop into a wider community scope. Starting April in 2023, data that has been surveyed and collected from We Are Social was obtained, active Tiktok users around the world increased by 12.6% compared to the previous year or in the previous quarter the application made by Bytedance had an increase of 3.9%. Indonesia with the second most active users of Tiktok in the world with 113 million users follows the rank of one of the largest Tiktok users in the world, namely the United States with a difference of 3.52 million users (Nahari & Aji, 2022).

b. Erigo

Erigo is a brand with a focus on two types of clothing, namely women and men. Erigo tries to present clothing designs that are suitable for use by young people with a variety of model choices. Clothes that can be worn in formal but casual events, with a casual but still trendy look are offered by Erigo to consumers. Using the selection of the best materials that have passed the QC selection according to the brand's operational standards .

With the use of high technology and supported by experienced human resources, Erigo is able to make clothes that suit the wishes of consumers in the Indonesian and foreign markets. Founded by Muhammad Sadad in 2013 with the concept of clothing, street style and traveling by prioritizing comfort design for the wearer, able to get a lot of enthusiasm for consumers in the country. Various collaborations and tours have been carried out by Erigo to expand its wings in the fashion industry to compete with other competitors engaged in the same field. Thus, Erigo's Tiktok social media is one of the social media that is quite influential on the social media accounts used as a promotion for this product.

Erigo as one of the products engaged in the clothing line industry uses the Tiktok application as a means of introducing their products. Marketing strategy carried out by Erigo by using the Tiktok *live streaming* feature . Interactive content built by hosts in *live streaming* is done with the aim of building consumer interest in a product where this influences the purchase decision of an item. In the process of making purchasing decisions, consumers go through several stages where consumers take into account several choices by determining which ones are their wants and needs (Devi, Riva'i, & Angelica, 2024).

c. Viral Marketing

Viral marketing is expected to encourage public knowledge about a product's brand image. In this all-digital era, communication is valued as part of marketing, and vice versa marketing is also assessed by how the communication is built by the company with its consumers. According to, viral marketing is word of mouth marketing through the internet. Viral marketing can be interpreted as a marketing strategy using digital media by disseminating product information or opinions to the environment through word of mouth. Viral marketing reaches a wide audience, therefore businesses benefit greatly because there is a large audience that receives information about the products or services disseminated (Kotler & Armstrong, 2017).

From the data and statements above, it was found that similar research has existed on the phenomenon of viral marketing as a benefit arising from the use of social media with the title "The Impact Of Viral Marketing Using Social Media Platforms On Brand

Awareness (Case Study: Laneige Cosmetic)", in his research it was found that imputably the phenomenon of viral marketing can significantly affect the level of public knowledge about a product brand even though The magnitude of each indicator is different (Barri, Saerang, & Tumiwa, 2017).

d. Purchasing Decision

According to Kotler, there are five stages of the purchase decision process, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In purchasing decisions, consumers make various considerations before making a decision to buy goods and products. Goods and products are customized by several consumer backgrounds. Previous research has also examined how consumers with various considerations can ultimately make purchasing decisions. Research entitled "The Influence of Social Media, Brand Ambassadors, and Prices on Erigo Brand Purchasing Decisions in Madiun City" found that variable X1 in this case social media can significantly affect purchasing decisions and increase interest in buying Erigo products in the Madiun city area (Mahardika & Purwanto, 2022).

In Tiktok sales sourced from the survey, several indicators were obtained. Consumers, especially teenagers, have started using Tiktok as one of their shopping platforms. Shopping through the Tiktok E-commerce platform, especially when merchant accounts and product providers are (Cui et al., 2021) *live streaming*, consumers will get various benefits as well as special offers and discounts and even exclusive *pricedrops* for customers who shop during the live broadcast. With this exclusive offer, it encourages consumer interest to immediately make purchases and make payments for a product offered.

The formulation of the problem and the purpose of this research is to find out the influence of *live streaming* on tiktok shop on purchasing decisions for Erigo products, analyze the influence of *live streaming* on tiktok shop on viral marketing, analyze the influence of viral marketing on purchasing decisions for Erigo products. The results of this study can provide valuable insights for marketing practitioners in designing more effective viral marketing strategies. Erigo brands can use the findings of this research to improve their marketing efforts and optimize the use of viral marketing in influencing consumer buying interest (Silvia, Herwien, & Muharman, 2024).

This research can make new contributions to the literature related to digital marketing by understanding the influence of viral marketing on consumer purchasing decisions and identifying factors that can influence consumer purchasing decisions.

This research can be a useful scientific contribution in the field of digital and consumer marketing. The results of this study can be used as a basis for future research related to the influence of viral marketing on other aspects of consumer behavior, or it can be used to compare the results with previous research.

From this background, it is interesting for researchers to know how the influence of the *live streaming feature of the* Tiktok platform in encouraging consumer interest in making purchasing decisions for Erigo products by conducting research and looking for solutions in an article entitled "The Influence Of Viral Marketing On *Tiktok Shop Live Streaming* On Erigo Product Purchase Decisions".

Research Methods

Types of Research

In the research that has been done, this study uses quantitative research design with a survey study approach. Surveys are used to collect data from respondents by distributing

online questionnaires through the Google Form platform to respondents with predetermined criteria. Distribution of questionnaires using purposive sampling techniques by including statements in the questionnaire that use the linkert scale to measure approval, perception and tendency of respondents to an indicator that affects a variable.

Population and Research Sample

The population of this study is a fairly potential consumer of a brand product that is marketed. In this case, researchers took the population from consumers of the Erigo brand within the scope of Communication Science students of the University of Muhammadiyah Magelang. The method used in sampling this study is to use non-probability sampling techniques, where with this technique there is little possibility of uniformity of each population given in the study. Sampling by distributing questionnaires to all students in semesters 2, 4, 6, 8 which was carried out randomly from the population.

Data Collection

The research data were collected through the use of structured questionnaires. This questionnaire was designed by considering variables related to viral marketing and purchase decisions. By using a questionnaire that includes statements in the survey and using a Likert scale with levels 1-5 as an image of the value to measure the level of approval, preference, or tendency of respondents to an indicator in an influencing variable. Data that has been taken from filling out questionnaires by respondents or informants will be used as primary data in this study. However, to strengthen the presentation of data, previous theories and a number of other data from previous sources from similar studies will also be used as secondary data in this study.

Data Analysis Techniques

The collected data will be analyzed using appropriate statistical techniques, such as regression analysis to test the relationship between the variables involved. By using SPSS applications as a way to test data and determine answers to existing hypotheses. Other statistical analyses, such as the Validity or reliability test or analysis of variance (ANOVA), can be used to compare differences between different groups of respondents. In addition, descriptive statistics are also used to provide a general idea of the characteristics of the research sample. Research methods used in problem solving include analytical methods. Image captions are put into part of the image title (figure caption) instead of being part of the image. The methods used in completing the research are listed in this section.

Results and Discussion

Respondent Demographics

Respondent demographic data can provide a comprehensive picture of respondent variation that can represent the value of the diversity of questionnaire filler resource persons.

Table 1. Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	24	26.1	26.1	26.1
	4	18	19.6	19.6	45.7
	6	28	30.4	30.4	76.1
	8	22	23.9	23.9	100.0
	Total	92	100.0	100.0	

Respondents were obtained from students of the communication science study program at the University of Muhammadiyah Magelang. 92 active students of Communication Science at the University of Muhammadiyah Magelang were obtained. With the majority of semester 6 respondents with a total of 28 respondents with a percentage value of 30.4%, 26.1% of semester 2 students with a total of 24 people, as many as 22 respondents from smester 8 with a percentage of 23.9%, and finally obtained from semester 4 students with a percentage value of 19.6%.

Table 2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	46	50.0	50.0	50.0
	Woman	46	50.0	50.0	100.0
	Total	92	100.0	100.0	

The frequency of scores from respondents with male and female genders has the same value of 50% with each male and female respondent of 46 respondents.

Table 3. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	10	10.9	10.9	10.9
	20	23	25.0	25.0	35.9
	21	31	33.7	33.7	69.6
	22	26	28.3	28.3	97.8
	23	2	2.2	2.2	100.0
	Total	92	100.0	100.0	

The age range of respondents obtained from active students in semesters 2, 4, 6, and 8 has an *age range* of 19 to 23 years. A total of 31 respondents with a percentage of 33.7% were obtained from respondents aged 21 years. 28.3% with the age category of 22 years, 25% were respondents with the age of 20 years, 10.9% were respondents with the age category of 19 years, and finally with the smallest percentage value of 2.2% obtained by respondents with the age of 23 years.

1. Classical Assumption Test

a. Validity Test

Table 4 Validity Test Results

Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	Total_X1
X1	Pearson Correlation	1	.246*	.317**	.189	.520**	.376**	.563**	.564**	.424**	.515**	.336**	.482**	.633**
	Sig. (2-tailed)		.018	.002	.071	.000	.000	.000	.000	.000	.000	.001	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X2	Pearson Correlation	.246*	1	.619**	.654**	.439**	.426**	.256*	.334**	.496**	.541**	.573**	.538**	.729**
	Sig. (2-tailed)	.018		.000	.000	.000	.000	.014	.001	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X3	Pearson Correlation	.317**	.619**	1	.680**	.390**	.326**	.403**	.294**	.461**	.556**	.679**	.578**	.751**
	Sig. (2-tailed)	.002	.000		.000	.000	.001	.000	.004	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X4	Pearson Correlation	.189	.654**	.680**	1	.200	.381**	.147	.317**	.452**	.471**	.560**	.456**	.664**
	Sig. (2-tailed)	.071	.000	.000		.055	.000	.162	.002	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X5	Pearson Correlation	.520**	.439**	.390**	.200	1	.377**	.684**	.518**	.485**	.621**	.451**	.708**	.740**
	Sig. (2-tailed)	.000	.000	.000	.055		.000	.000	.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X6	Pearson Correlation	.376**	.426**	.326**	.381**	.377**	1	.250*	.479**	.489**	.385**	.328**	.498**	.624**
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.016	.000	.000	.000	.001	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X7	Pearson Correlation	.563**	.256*	.403**	.147	.684**	.250*	1	.408**	.426**	.593**	.343**	.562**	.647**
	Sig. (2-tailed)	.000	.014	.000	.162	.000	.016		.000	.000	.000	.001	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X8	Pearson Correlation	.564**	.334**	.294**	.317**	.518**	.479**	.408**	1	.458**	.493**	.318**	.588**	.668**
	Sig. (2-tailed)	.000	.001	.004	.002	.000	.000	.000		.000	.000	.002	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X9	Pearson Correlation	.424**	.496**	.461**	.452**	.485**	.489**	.426**	.458**	1	.447**	.419**	.527**	.708**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X10	Pearson Correlation	.515**	.541**	.556**	.471**	.621**	.385**	.593**	.493**	.447**	1	.584**	.604**	.798**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X11	Pearson Correlation	.336**	.573**	.679**	.560**	.451**	.328**	.343**	.318**	.419**	.584**	1	.544**	.730**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.001	.001	.002	.000	.000		.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
X12	Pearson Correlation	.482**	.538**	.578**	.456**	.708**	.498**	.562**	.588**	.527**	.604**	.544**	1	.831**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92
Total_X1	Pearson Correlation	.633**	.729**	.751**	.664**	.740**	.624**	.647**	.668**	.708**	.798**	.730**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92	92	92	92	92	92	92	92

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the validity test that has been carried out in this study using the SPSS application. The validity results obtained from respondents totaling 92 people who have filled out questionnaires through google form with 2 bases for taking the person validity test by comparing the value (rcalculate) with the value (r table) and seeing the magnitude of the significance value obtained the results that, from the calculated r value and r value of the X item table as many as 12 items and 22 items of Y items were declared valid, Evidenced by the calculated r value greater than the table r value (0.207), there is also testing by comparing significance values obtained the result that the significance value per item of the questionnaire statement is smaller than 0.05.

Table 5 Validity Test Results

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	Y22	Y_Total
Y1	Pearson Correlation	1	-.080	.059	-.110	.255*	.070	.221*	.150	.320**	.128	.183	.000	.052	-.069	.094	.321**	.154	.152	.095	.224*	.157	.180	.309**
	Sig. (2-tailed)		.450	.579	.297	.014	.506	.034	.153	.002	.225	.081	1.000	.623	.514	.374	.002	.143	.149	.369	.032	.135	.086	.003
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y2	Pearson Correlation	-.080	1	.168	.472**	-.039	.286**	.106	.177	-.037	.191	-.077	.334**	.309**	.326**	.164	.066	.302**	.351**	.309**	.118	.195	.363**	.406**
	Sig. (2-tailed)	.450		.110	.000	.714	.006	.316	.092	.725	.068	.464	.001	.003	.002	.117	.530	.003	.001	.003	.263	.063	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y3	Pearson Correlation	.059	.168	1	.327**	-.025	.249*	.241*	.026	.027	.062	.148	.316**	.276**	.236*	.216*	.075	.332**	.174	.194	.160	.182	.152	.370**
	Sig. (2-tailed)	.579	.110		.001	.811	.017	.021	.805	.796	.557	.160	.002	.008	.024	.039	.477	.001	.097	.065	.128	.082	.149	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y4	Pearson Correlation	-.110	.472**	.327**	1	-.180	.448**	.123	.031	.070	.067	.100	.274**	.214*	.362**	.214*	.091	.379**	.203	.237*	.075	.090	.062	.359**
	Sig. (2-tailed)	.297	.000	.001		.087	.000	.243	.769	.509	.525	.345	.008	.040	.000	.041	.389	.000	.052	.023	.479	.391	.555	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y5	Pearson Correlation	.255*	-.039	-.025	-.180	1	.055	.456**	.269**	.460**	.198	.252*	.139	.164	.043	.293**	.515**	.205	.358**	.256*	.369**	.357**	.361**	.507**
	Sig. (2-tailed)	.014	.714	.811	.087		.605	.000	.010	.000	.059	.015	.186	.118	.681	.005	.000	.050	.000	.014	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y6	Pearson Correlation	.070	.286**	.249*	.448**	.055	1	.151	.431**	.194	.286**	.239*	.308**	.369**	.202	.415**	.317**	.479**	.442**	.464**	.348**	.244*	.419**	.614**
	Sig. (2-tailed)	.506	.006	.017	.000	.605		.150	.000	.064	.006	.022	.003	.000	.053	.000	.002	.000	.000	.000	.001	.019	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y7	Pearson Correlation	.221*	.106	.241*	.123	.456**	.151	1	.156	.320**	.053	.525**	.177	.348**	.222*	.417**	.404**	.503**	.356**	.310**	.281**	.371**	.260**	.579**
	Sig. (2-tailed)	.034	.316	.021	.243	.000	.150		.138	.002	.613	.000	.091	.001	.033	.000	.000	.000	.000	.003	.007	.000	.012	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y8	Pearson Correlation	.150	.177	.026	.031	.269**	.431**	.156	1	.279**	.560**	.040	.283**	.176	.219*	.187	.393**	.200	.435**	.163	.455**	.359**	.523**	.563**
	Sig. (2-tailed)	.153	.092	.805	.769	.010	.000	.138		.007	.000	.703	.006	.093	.036	.075	.000	.056	.000	.121	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y9	Pearson Correlation	.320**	-.037	.027	.070	.460**	.194	.320**	.279**	1	.209*	.278**	.039	.247*	-.051	.326**	.381**	.208*	.464**	.274**	.413**	.481**	.436**	.551**
	Sig. (2-tailed)	.002	.725	.796	.509	.000	.064	.002	.007		.045	.007	.710	.018	.631	.002	.000	.046	.000	.008	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y10	Pearson Correlation	.128	.191	.062	.067	.198	.286**	.053	.560**	.209*	1	-.040	.241*	.108	.085	.096	.224*	.147	.307**	.130	.141	.326**	.326**	.429**
	Sig. (2-tailed)	.225	.068	.557	.525	.059	.006	.613	.000	.045		.708	.021	.307	.419	.361	.032	.163	.003	.216	.181	.002	.002	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y11	Pearson Correlation	.183	-.077	.148	.100	.252*	.239*	.525**	.040	.278**	-.040	1	-.041	.397**	.073	.262*	.426**	.231*	.155	.297**	.141	.141	.103	.393**
	Sig. (2-tailed)	.081	.464	.160	.345	.015	.022	.000	.703	.007	.708		.698	.000	.486	.012	.000	.027	.140	.004	.181	.182	.327	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y12	Pearson Correlation	.000	.334**	.316**	.274**	.139	.308**	.177	.283**	.039	.241*	-.041	1	.236*	.465**	.184	.231*	.287**	.392**	.297**	.235*	.304**	.291**	.501**
	Sig. (2-tailed)	1.000	.001	.002	.008	.186	.003	.091	.006	.710	.021	.698		.024	.000	.079	.027	.006	.000	.004	.024	.003	.005	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y13	Pearson Correlation	.052	.309**	.276**	.214*	.164	.369**	.348**	.176	.247*	.108	.397**	.236*	1	.148	.457**	.373**	.515**	.268**	.425**	.294**	.373**	.392**	.585**
	Sig. (2-tailed)	.623	.003	.008	.040	.118	.000	.001	.093	.018	.307	.000	.024		.159	.000	.000	.000	.010	.000	.004	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y14	Pearson Correlation	-.069	.326**	.236*	.362**	.043	.202	.222*	.219*	-.051	.085	.073	.465**	.148	1	.092	.240*	.246*	.224*	.149	.163	.106	.124	.371**
	Sig. (2-tailed)	.514	.002	.024	.000	.681	.053	.033	.036	.631	.419	.486	.000	.159		.383	.021	.018	.032	.155	.120	.316	.239	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y15	Pearson Correlation	.094	.164	.216*	.214*	.293**	.415**	.417**	.187	.326**	.096	.262*	.184	.457**	.092	1	.323**	.506**	.346**	.323**	.317**	.330**	.316**	.571**
	Sig. (2-tailed)	.374	.117	.039	.041	.005	.000	.000	.075	.002	.361	.012	.079	.000	.383		.002	.000	.001	.002	.002	.001	.002	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y16	Pearson Correlation	.321**	.066	.075	.091	.515**	.317**	.404**	.393**	.381**	.224*	.426**	.231*	.373**	.240*	.323**	1	.323**	.497**	.377**	.525**	.469**	.568**	.693**
	Sig. (2-tailed)	.002	.530	.477	.389	.000	.002	.000	.000	.000	.032	.000	.027	.000	.021	.002		.002	.000	.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y17	Pearson Correlation	.154	.302**	.332**	.379**	.205	.479**	.503**	.200	.208*	.147	.231*	.287**	.515**	.246*	.506**	.323**	1	.317**	.486**	.353**	.358**	.324**	.645**
	Sig. (2-tailed)	.143	.003	.001	.000	.050	.000	.000	.056	.046	.163	.027	.006	.000	.018	.000	.002		.002	.000	.001	.000	.002	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y18	Pearson Correlation	.152	.351**	.174	.203	.358**	.442**	.356**	.435**	.464**	.307**	.155	.392**	.268**	.224*	.346**	.497**	.317**	1	.480**	.577**	.539**	.715**	.746**
	Sig. (2-tailed)	.149	.001	.097	.052	.000	.000	.000	.000	.000	.003	.140	.000	.010	.032	.001	.000	.002		.000	.000	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y19	Pearson Correlation	.095	.309**	.194	.237*	.256*	.464**	.310**	.163	.274**	.130	.297**	.297**	.425**	.149	.323**	.377**	.486**	.480**	1	.356**	.436**	.436**	.621**
	Sig. (2-tailed)	.369	.003	.065	.023	.014	.000	.003	.121	.008	.216	.004	.004	.000	.155	.002	.000	.000	.000		.001	.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y20	Pearson Correlation	.224*	.118	.160	.075	.369**	.348**	.281**	.455**	.413**	.141	.141	.235*	.294**	.163	.317**	.525**	.353**	.577**	.356**	1	.454**	.630**	.652**
	Sig. (2-tailed)	.032	.263	.128	.479	.000	.001	.007	.000	.000	.181	.181	.024	.004	.120	.002	.000	.001	.000	.001		.000	.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y21	Pearson Correlation	.157	.195	.182	.090	.357**	.244*	.371**	.359**	.481**	.326**	.141	.304**	.373**	.106	.330**	.469**	.358**	.539**	.436**	.454**	1	.618**	.676**
	Sig. (2-tailed)	.135	.063	.082	.391	.000	.019	.000	.000	.000	.002	.182	.003	.000	.316	.001	.000	.000	.000	.000	.000		.000	.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y22	Pearson Correlation	.180	.363**	.152	.062	.361**	.419**	.260**	.523**	.436**	.326**	.103	.291**	.392**	.124	.316**	.568**	.324**	.715**	.436**	.630**	.618**	1	.737**
	Sig. (2-tailed)	.086	.000	.149	.555	.000	.000	.012	.000	.000	.002	.327	.005	.000	.239	.002	.000	.002	.000	.000	.000	.000		.000
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92
Y_Total	Pearson Correlation	.309**	.406**	.370**	.359**	.507**	.614**	.579**	.563**	.551**	.429**	.393**	.501**	.585**	.371**	.571**	.693**	.645**	.746**	.621**	.652**	.675**	.737**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92	92

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

b. Reliability Test

In determining the consistency of the questionnaires that have been created and distributed, reliability tests are needed to measure this. Researchers can see how consistent this questionnaire is if repeated testing is carried out. The results of the reliability test can be seen in the table below,

Table 6. Reliability Test Results

Reliability Statistics Item X

Cronbach's Alpha	N of Items
.910	12

Reliability Statistics Item Y

Cronbach's Alpha	N of Items
.884	22

c. Normality Test

One way to know that the data is normally distributed before performing a regression analysis is to perform a normality test as one of the pre-requisite tests that must be met. In conducting this normality test, there are 3 approaches that can be done by

researchers to test whether the data obtained is normally distributed or not. As a way to see data can be well distributed, an approach can be made by looking at *P-values* using 3 types of approaches, the first is an Asymptotic approach, the second uses an Exact approach and the third uses a Monte Carlo approach.

In the table that has been presented above, it shows that the results of *the Kolmogorov-Smirnov One sample normality test* approach using asymptotic produce a significance value of 0.013, this value shows that the data is not normally distributed where the condition can be distributed normally is if the significance value of a data is greater than 0.05, but if the significance value is smaller than 0.05, then the data is distributed abnormally. However, in the monte carlo approach, the significance value obtained is 0.241, which is a requirement that the data is normally distributed. According to many tests (Mehta, Naeem, & Patel, 2023), *an asymptotic* approach is usually used , but this approach has weaknesses for some data with small amounts so that the data is not abnormally distributed. From these problems, another way can be used, namely by testing using a *monte carlo approach.*

Table 7. Kolmogorov-Smirnov One-Sample Test Results

			Unstandardized Residual
N			92
Normal Parametersa,b	Mean		.0000000
	Std. Deviation		8.55247535
Most Extreme Differences	Absolute		.106
	Positive		.088
	Negative		-.106
Test Statistics			.106
Asymp. Sig. (2-tailed)			.013c
Monte Carlo Sig. (2-tailed)	Sig.		.241d
	99% Confidence Interval	Lower Bound	.230
		Upper Bound	.252

2. Verification Analysis

a. Test Coefficient of Determination (R2)

Table 8. Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761a	.580	.575	8.600

Based on the results that have been analyzed from the SPSS data processing software program, the data obtained shows the results that the magnitude of the R Square is 0.580 or 58%. The existence of an independent variable, namely the influence of viral marketing tik tok shop can affect the dependent variable of purchasing decisions by 58%. This shows that there are other independent variables that influence consumer purchasing decisions in determining the purchase decision of an item or product by 42%. These other variables are not included in the variables and indicators in this study. There are still other factors that can influence a person's purchase decision besides viral marketing.

b. Simple Linear Regression Analysis

Table 9. Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.894	3.975		8.779	.000
	Viral Marketing	.991	.089	.761	11.137	.000

From the results of the analysis of the simple liner regression equation can be obtained as follows,

The magnitude of the regression coefficient of the viral marketing variable (X) is 0.991, if it is illustrated, if the viral marketing increases by 1 item, then the magnitude of the influence caused by the variable on the purchase decision is 99 items. With the large value of the coefficient which is positive, it can be illustrated that the existence of viral marketing can affect purchasing decisions significantly. With the increasing level of virality of a product, sales of an item will also increase.

Another constant value of this analysis is 34,894 indicating that, if there is no viral marketing carried out as one of the marketing strategies of the Erigo brand products, the value of consumer purchase decisions is 34,894.

c. Test the hypothesis

In hypothesis testing or t tests with data that has been processed through the SPSS data processing program, it is used to determine the difference between the estimated hypothesis value and the results of the statistical value processing obtained.

Table 10. Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.894	3.975		8.779	.000
	Viral Marketing	.991	.089	.761	11.137	.000

From the table above, the calculated t value is 11,137 and the table t is 1,671, so it can be seen that the calculated t value is greater than the table t, which means that there is a significant value that affects the viral marketing variable on the purchase decision of the Erigo brand. This is also reinforced by the magnitude of the significance value of 0.000 which is smaller than 0.05.

d. Correlation

Table 11. Correlations

		Viral Marketing	Purchasing Decision
Viral Marketing	Pearson Correlation	1	.761**
	Sig. (2-tailed)		.000
	N	92	92
Purchasing Decision	Pearson Correlation	.761**	1
	Sig. (2-tailed)	.000	
	N	92	92

Based on the table above, the result of the R correlation coefficient value of 0.761 is obtained and in accordance with the provisions that the value of variable X, namely viral Marketing from the *Tiktok Shop live streaming*, has a significant effect on the purchase decision of Y Erigo Brand products.

Discussion

The results of research that have been conducted by testing data and processing data show the results that the significance value of viral marketing *live streaming* Tiktok and purchase decisions both have a significance value of 0.000 where according to the basis for decision making if the significance value of the variable < from 0.05 then it can be said that the variable is correlated or the two variables are related. It can also be seen that the significance value of pearson correlation from viral marketing variables is positive which shows the form of the relationship between these variables. Based on the guideline of the degree of relationship pearson correlation value of viral marketing significance is 0.761 including part of the pearson correlation value of 0.61 to 0.80, in other words variable x to variable y has a correlation with the degree of relationship with a strong correlation with the form of a positive relationship. Thus, the increasing level of viral public discussion about a product, the sales of an item will also increase. The results of this study are in line with previous research entitled "The Impact Of Viral Marketing Using Social Media Platforms On Brand Awareness (Case Study: Laneige Cosmetic)", this study shows the results that viral marketing imultantly influences people about the knowledge of a product and this can affect people's buying decisions and interest in a product. The results of this study are also in line with the theory used, according to Kotler and Armstrong the existence of various viral marketing indicators, namely the form of word-of-mouth marketing, digital marketing strategies using social media, dissemination of information and opinions of a product are influential indicators. With social media, this information can be conveyed quickly and circulated more effectively. The more viral talk of a product in the wider community will cause people to flock to find out more about what products are being talked about or are trending in the present. People will give recommendations and experiences on a product they have to others in various forms of reviews and will influence others unconsciously.

In making people's decisions to purchase an item, from the test table the correlation of the significance value of purchasing decisions is 0.000 < 0.05. This value according to the basis of decision making can be interpreted as variable Y (purchase decision) correlated with variable X (viral marketing) with a positive relationship. Having the same degree of relationship value as the viral marketing variable in the form of pearson corelation value of 0.761 makes this variable include having a strong relationship from the independent variable. The results of this study are in line with research that has been conducted by Ulta Mahardika on "The Influence of Social Media, Brand Ambassadors, and Prices on Erigo Brand Purchasing Decisions in Madiun City" and it was found that purchasing decisions made by the people of Madiun City were influenced by information obtained on social media with a significant influence on increasing the purchase of Erigo products. The five stages of a person deciding to buy a product according to Kotler in his theory are proven in this study. One's first purchase decision is with the introduction of problems, someone makes a purchase decision based on the level of need, price factors, selection of online shopping platforms. Then the search for information by consumers is carried out to find out the brand products that are being sought, in this case the Erigo brand becomes a brand that is viral and discussed in the community, especially among students. The search for information is in the form of posts and content that is always updated with various catalogs and discount promos at certain times on Erigo's social media accounts. Third, consumers will evaluate alternatives if some post-purchase criteria have not been met, for example looking for discounts at certain events. Four are purchasing decisions, for students the price that is suitable for

student classes but still trendy is something to consider. Last is the post-purchase behavior made, Most consumers will recommend the product because the goods purchased are in accordance with their expectations.

Conclusion

In this study, an analysis of the influence of viral marketing on Tiktok live streaming on the purchase decision of the Erigo brand within the scope of Communication Science students of the University of Muhammadiyah Magelang. The viral interest of students in shopping online in the digital era, especially in fashion products, affects the level of sales in the field of e-commerce which originally still used the conventional system.

This study shows the results that viral marketing on Tiktok live streaming has a significant influence on the purchase decision of the Erigo brand. The majority of respondents who have filled out questionnaires in the form of statements Some agree that viral marketing exposure from Tiktok live streaming so that they can be interested in buying Erigo brand products. Factors such as customer testimonials, friend recommendations, trust in the Erigo brand, information obtained from social media contribute to the purchase decision of Erigo products. Another supporting factor of the existence of live streaming that is quite influential is the special promo carried out by Erigo during live streaming. With an interactive and attractive host, as well as discounts or special prices when making purchases on TikTok live streaming, it contributes greatly in influencing students to buy Erigo products. In addition, this study also found that direct interaction with speakers or product users in viral marketing live streaming has a positive impact. Respondents feel more connected to the Erigo brand and feel confident about the product after interacting with speakers or product users through live streaming. Prices that are suitable for students' pockets but can look stylish and comfortable to support learning activities on campus.

The conclusion of this study shows that viral marketing on Erigo brand Tiktok live streaming has a positive influence on the purchase decision of the Erigo brand. Therefore, a marketing strategy with viral marketing with live streaming can be an effective tool in promoting the brand and increasing sales of Erigo products. The conclusion does not contain a repeat of the results and discussion, but rather a summary of the findings as expected in the objectives or hypotheses. If necessary, at the end of the conclusion can also be written things that will be done related to the next idea of the study.

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