

## SOCIAL MEDIA AND VIRAL MARKETING ANALYSIS OF PURCHASE DECISIONS THROUGH TIKTOK APPLICATIONS

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### ARTICLE INFO

**Received:** (diisi oleh editor)

**Received in revised:**  
(diisi oleh editor)

**Accepted:** (diisi oleh editor)

**Published:** (diisi oleh editor)

**Open Access**

### ABSTRACT

The purpose of this study was to determine the effect of social media and viral marketing on purchase decisions through tiktok apps. The method used in this research is descriptive method and associative method with a quantitative approach. The sampling technique in this study used non-probability sampling with purposive sampling type, and in this case only 190 respondents. The data analysis technique used is multiple linear regression analysis, including the coefficient of determination test, multiple correlation coefficient, simultaneous test (F test) and partial test (T test). The results of the study, using the F test the probability value of sig.  $0.00 < 0.05$  which means that together social media and viral marketing have a significant influence on purchase decisions. While the t test shows that social media has a significant influence on purchase decisions and viral marketing has a significant influence on purchase decisions.

Keywords: Social Media, Viral Marketing, Purchase Decisions

### 1. Introduction

The rapid development of science and technology has an influence on the development of industry or business in various fields, including how to promote or market products in a company in order to increase sales or increase consumer interest in their products. From year to year internet users in Indonesia are increasing so that internet users are increasingly accessing social media, which in turn causes entrepreneurs to start using social media as a media campaign to market their products (Pirdaus, et al., 2020).

Since the outbreak of the Covid-19 Virus at the beginning of 2020, Social media is one of the media that is increasingly being used as a tool to promote a business or a means of source of information for a business, Indonesia is one of the countries that uses social media quite often. Based on the results of Hootsuite's Wearesocial research in 2020, it was stated that there were 175.4 million internet users in Indonesia (Hasiholan, et al., 2020). Comparison between 2019 and 2020 there is an increase in social media users by 17% or 25 million social media users in Indonesia. Based on the total population of Indonesia, which is 272.1 million people, it means that 64% and half of Indonesia's population has experienced access to cyberspace. Internet users are on average aged 16 to 64 years, each of whom owns or uses various

types of devices, including mobile phones (96%), smartphones (94%), non-smartphone mobile phones (21%), laptops or desktop computers (66%), tablets (23%), users or game consoles (16%), to virtual reality devices (5.1%). It is known that currently there are 338.2 million Indonesians who own cell phones. It is known that there are 160 million active users of social media (medsos). Currently, there are several social media applications that are often used by Indonesian internet users from the top, namely TikTok, YouTube, WhatsApp, Zoom, Facebook, Instagram, Twitter, Line, FB Messenger, LinkedIn, Pinterest, Snapchat, Skype, Tumblr, Reddit, Sina Weibo and many more (Haryanto, 2020).

Social media users from year to year in Indonesia are increasing so that the increasing number of internet users accessing social media, it is not surprising that entrepreneurs are increasingly interested in using social media as a means to market their products, thereby increasing online purchasing decisions through various social media. There are several ways that a company does in promoting its products by utilizing current social media technology (commonly called e-marketing), namely, there are those who use the "influencer endorsement" method which pays an influencer to promote their

products on social media, or advertise products through social media. advertising on social media and even through Viral Marketing, namely promoting a product by making the product viral, so that it can increase the selling value of the product.

If you look at the development of consumer behavior in the current digital era, the Company can transform or add new strategies in carrying out its business activities through Social Media. Social media has become part of daily activities, therefore, companies and organizations tend to take advantage of technological developments provided by social media (Sulistyo, 2015). Social media is very helpful in promoting or marketing a product through the internet or commonly called "Digital marketing", one of the activities that can be done from "Digital marketing" which is currently a trend is Viral marketing, which is a way of marketing a product that is like an easy "virus". spread, in promoting it can be in the form of writing, pictures, songs or videos. (Susilowati, 2018).

Social media has several interrelated indicators, here are some social media indicators according to Benito Adityo in the journal (Setiawati and Aida, 2015), namely:

#### 1. Convenience

When someone wants to shop through social media, the thing that is considered for online shoppers is the ease of use factor. This convenience factor is related to how a consumer conducts online transaction operations. Prospective consumers will initially experience difficulties when they first make a purchase of a product through online transactions, and tend to discourage online transactions due to security factors and lack of understanding of the procedures for online transactions. On the other hand, there are also potential consumers who take the initiative to try shopping online through social media because they have received information about how to transact online. A good online shop website is one that provides instructions on how to transact online, starting from how to pay, and features for filling out purchase forms.

#### 2. Trust

The thing that a consumer considers in making online transactions is whether they believe in websites that provide online shops and online sellers on the website. Consumer trust in online shops lies in the popularity and reviews of the online shop. The more popularity of an online shop on a social media, consumers will be more confident and believe in the reliability of the website. Furthermore, consumer confidence in online sellers regarding the reliability of online sellers in ensuring transaction security and ensuring transactions will be processed after payment is made by the buyer.

According to (Kotler & Keller, 2016) Viral Marketing is a promotional effort that utilizes the power of word of mouth through the method of

making email or marketing that is very contagious so that customers are willing to tell their friends back. Viral marketing is a digital marketing strategy that promotes or advertises a product through interesting and entertaining online messages so that it can encourage consumers to convey the message to other consumers, spread messages on social media such as viruses for free without burdening advertisers (Susilowati et al., 2019).

The first process of viral marketing can come from various parties, even from the company itself. Information regarding the marketing of this product must come from parties who are directly consumers or parties who are experts in the field or related to the product, so that the product information offered will be more effectively accepted by potential consumers (Susilowati et al., 2019). Social media is a medium for spreading Viral Marketing, where social media provides information about products that can increase trust. Consumer or customer trust in the company is very necessary, because online business through Viral Marketing uses various social media, which means they do not make transactions with each other face to face. So here the company must make consumers or customers put their trust in the company.

According to Goyette et al., (2010) divide Electronic Word of Mouth (E-WOM) in journals (Syuhada, & Widodo, 2019) into three dimensions, namely:

1. Intensity is defined as the number of consumer perceptions in a social networking site. Indicators of intensity are as follows:
  - a. Frequency of accessing information from social networking sites
  - b. Frequency of interaction with users of social networking sites
  - c. The number of reviews written by users of social networking sites.
2. Valence of opinion It is the perception of consumers, be it positive or negative perceptions about products, services, and brands. Valence of opinion includes:
  - a. Positive comments from users of social networking sites
  - b. Recommendations from users of social networking sites
3. Content Is the information content of social networking sites related to products and services. Indicators of content are as follows:
  - a. Product variety information
  - b. Product quality information
  - c. Information about the price offered

Based on previous research conducted by Susilowati, et al., (2019) on the Effect of Viral Marketing on Consumer Confidence and Its Impact on Purchase Decisions. Based on the results of his research, it shows that the Viral Marketing variable has a significant effect on the Purchase Decision variable. The value obtained from the path analysis shows that the Viral Marketing variable on the Purchase Decision has a

positive influence (Susilowati et al., 2019). Viral Marketing that runs from recommendations given well will make the product a hit or trend. Products that are currently hits can make consumers interested in purchasing these products.

The results of the research above are reinforced by previous research by Sandy, et. al., (2020) about the influence of Viral Marketing and consumer trust on online purchasing decisions through Instagram social media, where the results of the research show that the Viral Marketing variable has a significant effect on the Purchase Decision variable. , as well as good Viral Marketing implementation will have an impact on increasing Product Purchase Decisions (Sandi et al., 2020).

According to Kotler and Armstrong (2016), the consumer's purchase decision is to buy the most preferred product from the various alternatives, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others and the second factor is a situational factor that causes preferences and purchase intentions do not always result in an actual purchase. According to Kotler & Armstrong (2016), there are five decision-making processes, namely "need recognition, evaluation of alternatives, purchase decisions, post-purchase behavior".

Meanwhile, according to Dharmesta and Handoko (2012;103) states that every purchasing decision has a structure of seven components, namely Decisions About Product Types, Decisions About Product Forms, Decisions About Brands, Decisions About Sales, Decisions About Number of Products, Decisions About Sales Time, Decisions About Purchase Time, And Decisions About Payment Methods. From the statement above, it can be defined that purchasing decisions are actions taken by consumers to purchase a product of interest. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up (Ialuyan et al., 2019).

According to (Kotler & Keller, 2016: 199) states that the purchase decision dimension consists of six dimensions, namely:

1. Product choice, consumers make the selection of products or services in accordance with their wishes. This product selection can be reached through the quality of the product or service.
2. Brand choice, consumers focus on seeing the brand of the product. In this case the company must be able to find out how consumers choose a brand that is believed to be trusted.
3. Dealer choice, consumers see dealers from various sides. Starting from a close location, low prices, complete inventory.
4. Purchase timing, consumers make purchasing decisions at different times. For example, there are those who make purchases every day, every week or once a month.

5. Purchase amount, consumers make purchases with different amounts, it can be one type of product or more than one product.
6. Payment method, in this case the consumer can make decisions regarding the payment method that will be used in making consumer decisions to use service products.

Since the outbreak of Covid 19 has resulted in Work From Home activities, causing many activities to be carried out at home and no wonder sometimes it makes people bored so that many people are looking for entertainment, the Tik Tok application is one application that is currently often used to entertain and seek information. because of the many interesting features there are so many of them make Tik Tok a "Viral Marketing" tool. Currently, there are many applications that are used as a tool to promote a product, including Instagram, Facebook, Twitter, or lately the most used application is the "TikTok" application. The TikTok application is currently very often used by various gadget users around the world, according to Riadikemas Tik Tok is an application to create videos that provide interesting special effects and the use of various video editing features and filters in the application is very easy to use by Tik Tok app users so that they can make short videos. with cool, interesting and not boring results (Susilowati, 2019).

Early 2020 to mid 2020 TikTok Apps experienced a very high increase so that TikTok Apps is also the application with the highest number of downloads in various Playstores, such as the App Store, Google Playstore as one of the Non-Game applications with the highest number of downloads in the world, as follows :

Table 1 Non-game Application Download Order Data

Top Apps worldwide for August 2020 by download (Non-Game)		
No.	Google Play Download	Sensor Tower Apps Store Download
1	TikTok	TikTok
2	Zoom	Zoom
3	Facebook	Facebook
4	Instagram	Instagram
5	Whatsapp	Whatsapp
6	Google Meet	Google Meet
7	Snack Video	Snack Video
8	Messenger	Messenger
9	Snapchat	Snapchat
10	Telegram	Telegram

Source : (Sensor Tower ,2020)

Seeing the phenomenon above makes Tik Tok apps often used by many people as a tool for entertainment and even to viral various things including marketing a contemporary product such as music, skincare, food, etc. by reviewing a product or using hit songs that aim to marketing the song to be heard and known by the wider community through video. TikTok Apps are often used as a media tool to promote a product because when advertising through this

application and the video enters the homepage, it is equivalent to AdSense on various other platforms and everything is free, by making it viral by uploading TikTok videos that are user-generated or interesting content creators. In addition, TikTok Apps is supported by various types of music genres, interesting effects and filters so as to make the videos that are made much more interesting and can make people who see them become curious about the products in the video and finally make a decision to buy the products in the video. In the business world, this method is commonly referred to as Viral Marketing (Susilowati, 2019).

Based on the observations, the authors found problems in consumers who have made cosmetic purchases, only looking at the brand or brand without knowing the function and ingredients needed by skin type. The problem is allegedly caused by many content creators who re-view a product through social media. The other cause is thought to be due to viral marketing which is becoming a trend, especially in TikTok apps.

The novelty in this research is that the research was conducted on Tik Tok Apps users aged 17-25 years, namely from group Z because TikTok Apps users are mostly from group Z and at this age users are accustomed to doing online transactions through social media.

Based on the above background, a re-search entitled "Analysis of Social Media and Viral Marketing on Purchase Decisions Through Tiktok Apps" was conducted.

**2. Method**

In this study, researchers used a Marketing Management approach. In this study, the object of research is the influence of social media and viral marketing on online shopping decisions through TikTok Apps. The research was conducted using two independent variables, namely Social Media (X1), Viral Marketing (X2) and the dependent variable, namely Purchase Decision (Y). This research was conducted on TikTok Apps users.

In this study, the author uses quantitative methods with descriptive and associative approaches. According to Sugiyono (Sugiyono, 2017) states that the research method is based on the philosophy of positivism, which looks at reality or symptoms, measurable, observable, concrete phenomena and causal relationships, this method is used to be able to examine certain populations or samples, data collection using research instruments, data analysis is quantitative with the aim of testing the established hypothesis. The use of quantitative methods in this study is because the research data is in the form of numbers that will be analyzed into statistical data in order to test hypotheses

The population used in this study were Tik Tok App users in Sukabumi City. Researchers conducted research in large enough numbers, so that while researchers wanted to examine the population, researchers had limited energy and

time so that researchers would use non-probability sampling method using purposive sampling. Researchers use this technique due to the large number of Tik Tok Apps users in Sukabumi City, so that researchers make who are respondents in this study by making the following criteria:

- a. Tik Tok Apps Users in Sukabumi City
- b. Tik Tok Apps users are 17-25 years old, namely from group Z because TikTok Apps users are mostly from group Z and at this age users are used to doing online transactions through social media.

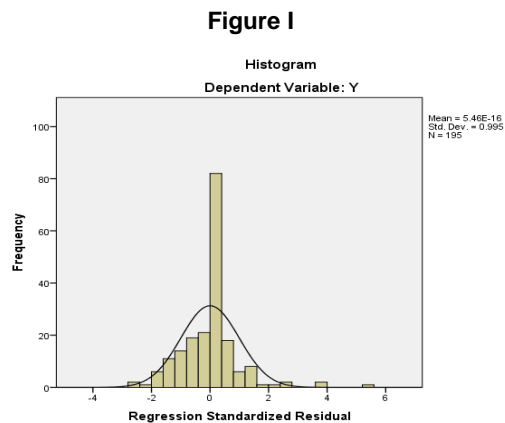
Because the population is not known with certainty, there is no exact calculation of the data. Therefore, according to (Ferdinan, 2014) in the famous Kaloka anglesti thesis entitled "Effect Of Viral Marketing Against Customer Buying Interest Through Customer Trust In Instagram" in 2016, explained that the sample size depends on the number of indicators used, and stated that the sample size is the number of indicators multiplied by 5 to 10. Based on Ferdinand's statement, the sample of this study was set at 190 respondents, which was obtained based on the number of indicators used in the study multiplied by 10 (19 indicators x 10 = 190).

The research model is an abstraction of the phenomena that will be studied by the author. The research model used by the author is as follows: The data analysis technique used is multiple linear regression analysis, including classical assumption tests, that is normality test, the coefficient of determination, multiple correlation coefficients, partial test (T test), and simultaneous test (F test).

**3. Results and Discussion**

**3.1 Results of Normality test**

Variable Y has a normal distribution for each observation of variable X. It can be seen that if the diagram looks like a bell, then the assumption is fulfilled.



Based on Figure 1, the histogram is shaped like a bell shape, meaning that the data is

normally distributed and the assumption of normality is met.

### 3.2 Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is used by researchers, to examine the effect of several variables that are correlated with other variables to be tested. From the results of this multiple linear regression can be seen in Table 2:

Table 2  
Results of Multiple Linear Regression Analysis

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.291	1.102		2.986	.003
X1	.576	.129	.269	4.452	.000
X2	.995	.089	.675	11.148	.000

a. Dependent Variable: Y

From the results of multiple linear regression, it can be obtained the equation:  $Y = 3,291 + 0,576 X_1 + 0,995 X_2$

### 3.3 Coefficient of Determination (R<sup>2</sup>)

Table 3  
Coefficient of Determination Results

Model	Model Summary <sup>b</sup>			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 <sup>a</sup>	.851	.850	2.654

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The results of Table 3 show that the adjusted R<sup>2</sup> value is 0.851; then this shows that 85.1% of the purchase decision variables can be explained by the two independent variables, namely social media and viral marketing. While 14.9% came from factors not examined in the study.

### 3.4 Multiple Correlation Coefficients

Table 4  
Multiple Correlation Coefficient Results

Model	Model Summary <sup>b</sup>			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 <sup>a</sup>	.851	.850	2.654

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The results of Table 4 show that the results obtained by the R number of 0.923 are in the 0.80 - 1,000 category. This shows that there is a very strong relationship between social media and viral marketing with purchase decisions.

### 3.5 Simultaneous Significance Test (F Test)

Table 5  
F . Test Results

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7826.144	2	3913.072	555.403	.000 <sup>b</sup>
Residual	1366.820	194	7.045		
Total	9192.964	196			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The results of Table 5 show that the results of the F test that have been carried out can be obtained by sig.  $0.000 < 0.05$ ;  $F_{count} 555,403 > F_{table} 3,89$ . This means that social media and viral marketing simultaneously (simultaneously) affect purchase decisions through tiktok applications. It can be concluded that purchase decisions through tiktok applications will increase if social media and viral marketing work well.

### 3.6 Partial Significance Test (T Test)

Table 6  
T . Test Results

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.291	1.102		2.986	.003
X1	.576	.129	.269	4.452	.000
X2	.995	.089	.675	11.148	.000

a. Dependent Variable: Y

The results of Table 6 show that the results of the T test that have been carried out on the subjective norm variable produce a value with sig.  $0.000 < 0.05$ ;  $T_{count} \text{ value } 4.452 > T_{table} 1.65$ . This means that social media partially has a positive and significant effect on purchase decisions. Furthermore, the behavioral control perception variable produces a value with sig.  $0.000 < 0.05$ ;  $T_{count} \text{ value } 11.148 > T_{table} 1.65$ . This means that viral marketing partially has a positive and significant effect on purchase decisions.

This is in line with research by Setiawati, et al., (2015), showing the influence of social media on consumer buying interest in the Management Study Program at Pasir Pengaraian University. Then reinforced by research (Hara-hap and Ariyanti, 2019) entitled "The Impact Of Promotion Using Social Media Instagram On Tiket.Com Consumer Purchase Decision", namely the influence of promotion using social media Instagram Tiket .com on consumer purchasing decisions).

Meanwhile, Aliyah's research (2017) explains that there is an influence of promotion through social media and viral marketing as intervening variables that influence purchasing decisions on SFA Steak & Resto Karanganyar consumers. And supported by (Syuhada, , & Widodo, 2019)

with the title "Effectiveness Of Viral Marketing Using Electronic Word Of Mouth On Purchase Decisions On Shopee", which explains that viral marketing has a positive and significant effect on purchasing decisions mediated by E-WOM.

And reinforced by the results of research by Retno Susilowati, Edriana Pangestuti and Anisa Samira Bafadha (2019), which explains that there is an influence between viral marketing variables on consumer trust and the impact of the influence on purchasing decisions. (Susilo-wati et al., 2019).

Over time, the development of technology has increased so that the use of social media is increasing every year. Social media is also growing rapidly, so social media is often used by the public not only as a communication tool but as a tool to promote or market products to increase sales.

Social media is a means or tool for exchanging information that makes it a creative place to work together between individuals to share between individuals and groups and can also be used as a place of promotion by forming a virtual social, by providing promotions through images, sound, and video, which aims to increase the selling value of a product.

Currently, social media is very often used in the business sector, especially for entrepreneurs because social media plays a very important role in disseminating information to the wider community, not only that but social media can help promote its products to attract the attention of potential consumers in all circles, especially among Generation Z. and millennials.

With the development of technology and information today, entrepreneurs are required to be able to use it in the field of marketing or marketing, so that entrepreneurs can expand the marketing of a service or product, especially in the cosmetic field. In today's marketing field, it doesn't seem strange or foreign for a company to promote its products through various social media. A marketing strategy that is currently very popular with entrepreneurs, apart from endorsing influencers or content creators, has recently become a viral marketing strategy that is wrong. One marketing strategy that is most in demand by business people, especially online shop owners.

Viral marketing or better known as word of mouth is the dissemination of information in marketing a product or service by word of mouth using the internet version, where businessmen do marketing by viralizing their products or services through influencers on all social media by reviewing the product by way of so that it can be much easier for consumers to remember and make it viral.

Purchase decisions are actions taken by consumers in making purchasing decisions on a product from several alternative problem solving. In studying consumer purchasing decisions, a marketer must look at the things that influence

purchasing decisions and make a decision that consumers make their purchasing decisions. Purchase decisions will occur when consumers are aware of a problem or need for a desired product. The buying process describes the reasons why someone prefers, chooses and buys a product with a certain brand. The buying decision process consists of five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation.

#### 4. Conclusions and Suggestions

Based on the results of the T test, social media has a positive and significant effect on purchase decisions, and viral marketing partially has a positive and significant effect on purchase decisions. Simultaneously, social media and viral marketing variables have a positive and significant effect simultaneously on purchase decisions through Tiktok Applications.

Based on the research results obtained from data analysis, the suggestions that can be given are: 1) Further research needs to be done to examine the effect of other independent variables such as celebrity endorsements, advertising attractiveness, and so on 2) Further research uses respondents with different research places .

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