

# THE INFLUENCE OF VIRAL MARKETING, SOCIAL MEDIA MARKETING AND CONSUMER ONLINE REVIEW ON PURCHASING DECISIONS FOR THE TIKTOK PLATFORM PERSPECTIVE (LITERATURE REVIEW)

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**Abstract:** Viral marketing is a phenomenon that arises along with the development of social media marketing. Analysis of the Influence of Viral Marketing Social Media Marketing, and Consumer Online Review on Purchasing Decisions Perspective of the Tiktok Platform (Literature Review) is a scientific article of literature study within the scope of the field of Marketing Management. The purpose of this article is to build hypotheses of influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Google Books, Publish or Perish and other academic online media. The exploratory nature of quantitative assessment is one of the reasons for conducting the research. This article reviews the influence of Viral Marketing, Social Media Marketing, Consumer Online Review on Purchasing Decisions. The research method with library research sourced from e-books and open access e-journals. This research analysis uses descriptive qualitative. The results of this article: 1) Viral Marketing affects purchasing decisions 2) Social Media Marketing affects purchasing decisions 3) Consumer Online Review affects purchasing decisions.

**Keywords:** *Viral Marketing, Social Media Marketing, Consumer Online Review, Purchase Decisions*

## Introduction

The digital era has brought profound transformations in how individuals connect, share, and consume information. Social media platforms have become integral to modern life, serving not only as entertainment hubs but also as powerful tools for businesses to engage with their target audiences. Among these platforms, TikTok stands out for its unique approach to content creation and consumption, leveraging short, dynamic videos to captivate users worldwide. With over a billion active users, TikTok has rapidly transitioned from being a platform for creativity and entertainment to a strategic marketing channel, reshaping consumer behavior and purchasing patterns (Issa, 2021; Kaplan & Haenlein, 2010). Research shows that TikTok not only serves as an entertainment platform, but also as a means to create viral trends that can influence consumer purchasing decisions. (Jumali & Mustaffa, 2024)

The evolution of TikTok as a marketing platform aligns closely with the rise of viral marketing, social media marketing, and the growing reliance on consumer online reviews. Viral marketing exploits the rapid sharing capabilities of digital networks, enabling brands to amplify their messages organically. TikTok's algorithm, designed to prioritize engaging and shareable content, makes it an ideal platform for viral campaigns (Kaplan & Haenlein,

2010). The ability to create trends and challenges that resonate with users' emotions and interests enhances the reach and effectiveness of marketing efforts. Viral marketing on TikTok often occurs through videos or challenges that spread quickly, creating high exposure for products or brands. The concept utilizes the power of social networks and content sharing, which can produce a much greater spreading effect compared to traditional marketing methods. Djawa (2023) notes that viral marketing on platforms like TikTok can create a strong "word of mouth" effect, which has an effect on consumer interest in certain products (Djawa, 2023). In addition, TikTok provides a space for consumers to provide direct product reviews, which play an important role in shaping perceptions of a product's quality and benefits (Nur et al., 2023).

Social media marketing, on the other hand, focuses on the strategic use of social platforms to foster connections between brands and consumers. TikTok's unique features, such as its For You page and tailored recommendations, enable brands to engage with highly targeted audiences. This level of personalization increases the likelihood of converting viewers into loyal customers. Furthermore, TikTok allows businesses to humanize their brands by collaborating with influencers and encouraging authentic interactions, thereby fostering trust and emotional bonds with consumers (Dwivedi et al., 2020; Godey et al., 2016). Social media marketing on TikTok involves using advanced algorithms to customize content to individual interests and preferences, allowing brands to reach a more targeted audience. TikTok allows for more creative and interactive interactions between brands and audiences, which in turn increases engagement levels and builds closer relationships between consumers and brands. Research by Guarda et al. (2021) shows that consumers' purchasing decisions are often influenced by the emotional connection and experience they feel with a brand (Guarda et al., 2021). With its unique algorithm and high level of interaction, TikTok allows brands to market in a more personalized and entertaining way, creating a stronger connection with the audience. (Li et al., 2022)

Consumer online reviews add another layer of influence to the marketing landscape. On TikTok, user-generated content (UGC) in the form of product reviews, testimonials, and recommendations serves as powerful social proof. Unlike traditional advertisements, these reviews are perceived as genuine and relatable, significantly impacting consumer trust and purchase decisions. The visual and interactive nature of TikTok content further enhances its persuasive power, making it easier for users to connect with and act upon the information presented (Cheung & Thadani, 2012). Online consumer reviews on TikTok, which are usually delivered in the form of videos or testimonials, have a significant influence on purchasing decisions. These reviews provide important social proof, where consumers feel more trust in the opinions of others who have tried a particular product or service. Lestari & Siahaan (2021) showed that positive reviews shared on social media platforms can increase consumer trust and encourage them to make purchases (Felix, 2024). Visual and video content on TikTok has a stronger impact compared to plain text, as visual content is easier to understand and more attention-grabbing (Swandewi, 2021). With more and more brands turning to TikTok for marketing, it is important to understand how viral marketing, social media marketing, and online consumer reviews interact to influence purchasing decisions. TikTok has become one of the most effective platforms in promoting products and building brand awareness, making it an invaluable tool in today's digital marketing strategies. (Wijaya, 2022)

The synergy between viral marketing, social media marketing, and consumer online reviews is particularly evident on TikTok, where these elements seamlessly integrate to create a holistic marketing ecosystem. For instance, a viral challenge can simultaneously promote brand awareness, engage audiences, and encourage user participation, leading to

the creation of organic reviews and discussions. This multifaceted approach not only drives immediate sales but also builds long-term brand loyalty by fostering a sense of community and shared experiences among consumers (Dwivedi et al., 2021).

The significance of TikTok in the marketing realm is underscored by its ability to influence diverse demographics, including Generation Z and millennials. These groups, known for their digital nativity and preference for authentic, visually appealing content, form the backbone of TikTok's user base. Understanding their preferences and behaviors is crucial for brands aiming to succeed on the platform. For example, studies have shown that these users are more likely to engage with brands that align with their values and deliver entertaining, informative, or inspiring content (Fromm & Read, 2018).

Despite its potential, leveraging TikTok for marketing comes with challenges. The platform's fast-paced nature demands continuous creativity and adaptability from marketers. Trends evolve rapidly, requiring brands to stay vigilant and responsive to maintain relevance. Additionally, the authenticity that makes TikTok content compelling also necessitates a careful balance between promotional and organic content to avoid alienating users. Ethical considerations, such as transparency in influencer partnerships and the accuracy of claims made in reviews, further complicate the marketing landscape (Wilson, 2019).

This study aims to explore the interconnected roles of viral marketing, social media marketing, and consumer online reviews in shaping purchasing decisions on TikTok. By analyzing existing literature, the research seeks to identify the strategies and practices that contribute to successful marketing campaigns on the platform. Furthermore, it highlights the challenges and opportunities associated with leveraging TikTok as a marketing tool, providing insights for businesses seeking to maximize their impact in the digital age.

The findings of this study have implications not only for marketers but also for researchers and policymakers. Understanding the dynamics of TikTok's marketing ecosystem can inform the development of more effective strategies and guidelines for ethical digital marketing. As TikTok continues to evolve, staying attuned to its trends and innovations will be essential for brands aiming to remain competitive in an increasingly connected and consumer-driven world. Ultimately, this research underscores the importance of embracing creativity, authenticity, and community in navigating the complexities of modern marketing.

## **Literature Review**

### **Viral Marketing**

Viral this term began to be discussed as a result of the act of disseminating information and responded widely by the public. Not only good news, even bad news can be responded to casually or excessively by the public, this is what gives rise to a marketing strategy by making the products it offers go viral in cyberspace so that it brings many reactions from those who see and those who spread it.

Viral marketing is a marketing technique by utilizing electronic media to achieve certain marketing goals carried out through a communication process that serially reproduces itself. The concept of work is similar to the proliferation of viruses, which is self-replicating, making this concept called Viral marketing. Viral marketing can be word-of-mouth marketing reinforced by marketing activities and the effects of social networks.

Marketers can make their products viral or can follow viral trends to increase their sales. Viral marketing is considered the right marketing tool to use today. Marketers can utilize all marketing tools on social media (especially Tiktok) to increase business productivity and business capabilities (Riani and Nuriyati, 2020).

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1. The media and the person who acts to deliver the message being campaigned. This person must have a fairly wide and trusted social network and media that is easily accessible to everyone.
2. A message or call to action that is memorable and inspires people to follow it.
3. A supportive environment and the right time to launch a viral marketing program.

Viral marketing can be divided into two basic structures, namely active viral marketing and frictionless viral marketing.

- a. Active Viral Marketing Active Viral Marketing is associated with the traditional concept of word-of-mouth because users are usually personally involved in the process of attracting new consumers.
- b. Frictionless Viral Marketing Frictionless Viral Marketing differs from active viral marketing because it does not require active participation from consumers to advertise or spread information about a product. The product will automatically send promotional messages to the intended address. So the initial impetus to go viral is preceded by the company making the product itself.

### **Social Media Marketing**

Social media marketing can be defined as marketing activities on social media. Marketing through social media can be done by anyone, whether it is a beginner businessman, large company, freelancer, student, and so on. Social media is one of the main options for business people to establish themselves to compete in expanding their business wings. Effectiveness and efficiency in the use of Social media is certainly the reason behind it all.

According to (Neti, 2011) Social media marketing consists of efforts to use social media to persuade consumers of a company, to use valuable products and / or services. social media marketing makes it easy for marketers to identify various peer groups or influencers among various groups; the third use of social media marketing can be said to be zero cost because most social networking sites are free. Social media presents many potentials such as easily finding information about the products offered, helping potential consumers make product comparisons before making a purchase transaction, effective, minimizing promotional costs and can reach a wide and unlimited market.

Social Media Marketing is one type of impression that is currently widely used. Basically, this kind of promotion uses online media work in the advertising system. Basically, web-based media advertising is a showcase interaction delivered through online media. Generally, the web-based media used are Facebook, Instagram, WhatsApp or tiktok and tweeter (simorangkir, 2022).

With various forms of attachment, it will lead to the creation of various actions. Then if to encourage brand awareness, it must present a lot of content that will be seen by the public (followers, customers / consumers) so that it can help disseminate the product so that there are many people who know and disseminate the brand. Because if business social media content can provide consumer attachment value, it will attract many social media users to explore the business social media.

Marketing through social media is one of the innovations and breakthroughs for business people in promoting their business efficiently in time, namely not having to meet directly with consumers for promotion and also efficiency in promotion costs, because there is no need to spend a lot of money. In addition, another advantage that social media marketing strategies have is that they have a wider reach and the most important thing is that they are 'current' (Jessie Elita Tarihoran, 2021).

TikTok Shop is currently in the spotlight because it is part of the services provided by the TikTok app. TikTok Shop provides a variety of products, making it easy for customers to choose according to their wishes. TikTok Shop offers a wide array of items, including several categories such as clothing, beauty products, home appliances, and more. One category that is in high demand on the platform is skincare, especially among the younger generation.

With the rapid development of social media, platforms such as TikTok have become a key channel for consumers to share experiences about the products and services they use. TikTok, with its engaging short video format, provides a space for consumers to create more interactive and authentic reviews. In this context, online consumer reviews are becoming one of the important factors that influence purchasing decisions. Consumer reviews on TikTok can take the form of a user's experience in using a particular product or brand uploaded in a video that contains visual elements, sound, and an engaging story. Positive Reviews on TikTok and Their Impact on Brands Reviews on TikTok can be very beneficial for brands as audiences tend to trust recommendations from consumers that they perceive as authentic. Influencers or even ordinary consumers who have a large audience can introduce products in a fun and interesting way. Online purchasing decisions are purchases of a product when consumers cannot meet directly with the manufacturer and use the internet as a medium of communication. In the purchasing decision process, there are stages of information search, especially in online product purchases. Not only reading product descriptions, consumer reviews that have already made purchases are important in the process of finding information about the product or service to be purchased. This shows that consumer reviews in online media (online consumer reviews) are an integral part of online purchases. When consumers cannot see the original product directly, online consumer reviews from other consumers become a reliable medium.

### **Customer Online Review**

Reviews on TikTok and other social media platforms have a significant impact on consumer purchasing decisions. Consumers tend to trust recommendations from individuals they perceive as authentic, such as influencers or regular users with a large audience. Research shows that influencers with a high number of followers are perceived more favorably, which contributes to a positive perception of the brand (Veirman et al., 2017). In addition, influencer marketing has been shown to have a positive effect on consumer trust and purchase intention, which suggests that interactions made by influencers can increase consumer confidence in the products they promote (Durmaz, 2023; Lou & Yuan, 2019).

In the context of online purchasing, the decision-making process involves an in-depth search for information. Consumer reviews become an important element in this process, especially when consumers cannot see the product in person. Reviews from other

consumers serve as a reliable source of information, which helps reduce the uncertainty that often accompanies online purchases (Mahliza, 2020; Kaur & Singh, 2021). When consumers read positive reviews, this not only increases their interest in the product but also builds trust and satisfaction, which in turn can stimulate increased sales (Manzoor et al., 2020).

Factors such as positive reviews, high ratings, and testimonials from consumers play an important role in shaping positive perceptions of brands and products. When consumers are satisfied with the products they buy, they are more likely to make repeat purchases or recommend the products to others (Gökerik, 2024; Gökerik, 2024). Therefore, it is important for businesses to pay attention to and maintain a good relationship with their customers. An effective marketing strategy on social media can increase interaction with consumers and strengthen their trust in the brand, which in turn increases purchase intention and consumer loyalty (Pinto & Paramita, 2021; Dong, 2024).

### **Purchase Decisions**

In the journal (Husen et al., 2018) according to Schiffman and Kanuk (2007), purchasing decisions are a selection of two or more choices. In other words, alternative choices must be available to someone when making a decision. Every consumer makes various kinds of decisions about searching, purchasing, using various products and brands at any given period.

In the journal (Putri & Tuti, 2022) according to Kotler and Armstrong (2008), the purchase decision is that consumers buy the most preferred brand. The first factor is the attitude of others and the second factor is situational factors. Consumers need to carry out the stages of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase before making a purchase decision, consumers can become confident in choosing a product after going through this process (Sawlani, 2021).

In the journal (M. Jannah, 2019) According to Kotler and Keller (2009), the purchasing decision process is a process where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long impact after that. The five stages that consumers go through in the decision-making process are:

#### **1. Problem/Needs Recognition**

Marketers need to recognize situations that trigger specific needs by collecting data from a number of consumers. Need awareness arises when consumers face a problem, where there is a difference between the desired state and the actual state.

#### **2. Information Search**

The information search process begins when consumers believe that their needs can be met through the purchase and consumption of a product. Consumers who feel driven by this need will actively seek additional information. The extent to which search efforts are made depends on motivation, the amount of knowledge possessed, the affordability of the information, and the satisfaction derived from the search process,

Sources of consumer information can be grouped into four categories:

- a. Personal sources: such as friends, neighbors, family, and acquaintances.
- b. Commercial sources: including advertising, salespeople, distributors, packaging, and exhibitions.
- c. Public sources: involve mass media and consumer organizations.
- d. Experiential sources: based on previous interaction, testing, and use of the product.

3. Evaluation of Alternatives

Alternative evaluation is a step to assess product and brand options and select them according to consumer preferences. Some fundamental concepts help in understanding the consumer evaluation process. First, consumers seek to fulfill their needs. Second, consumers seek specific benefits from product solutions. Third, consumers see each product as a collection of attributes with different capacities to provide the benefits used to fulfill those needs.

4. Purchase Decision

At the alternative evaluation stage, consumers develop preferences for brands included in the existing choices. Consumers may also form a desire to avoid or choose to buy a favorite product. In the implementation of purchase intentions, consumers can make five sub-decisions, namely choosing a brand, dealer, assessing quality, determining the time of purchase, and payment method. The consumer purchasing decision process does not always follow a highly structured planning pattern.

5. Post-Purchase Behavior

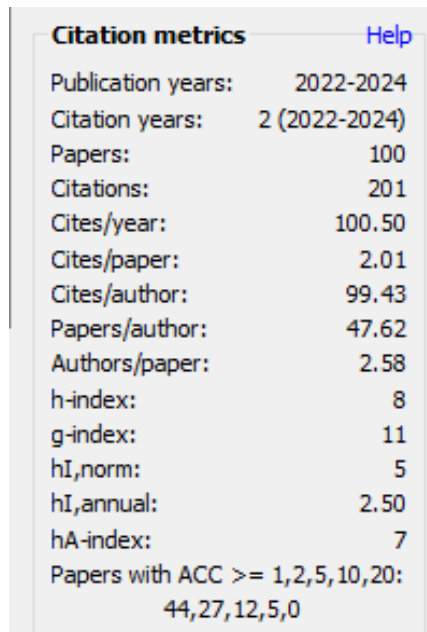
After making a purchase, consumers will feel satisfaction or perhaps dissatisfaction. This is interesting for producers to pay attention to consumer actions after making a purchase. Consumers, in fulfilling their desires, have expectations so that they can be satisfied. Consumer expectations arise from messages received from sellers, friends and other sources and even from the company itself.

## Method

The research method uses a literature review with data sources in the form of scientific article literature, official documents as the basis for collecting information. The literature review research method uses the Publish or Perish 8 application with the source google scholar. The keywords used are viral marketing, social media marketing, consumer online reviews of purchasing decisions with the publication year 2019-2024 as the research data population. The criteria used in selecting scientific articles are based on relevant literature and sourced from accredited national journals. The next process is to screen the article by opening the Open Journal System (OJS) link which aims to find out whether the journal is included in a national journal, repository, researchgate, scribd, accredited national journal, copernicus, proceeding, thesis or other. In this research using data from scientific articles from national accredited journals, the data obtained will be processed by first determining topics related to green accounting, publication year, volume and number, research objectives, keywords, research methods, population and research samples and conclusions. Data analysis is used to build an understanding that discusses product reviews and electronic word of mouth on purchasing decisions that have been carried out by previous studies and find research areas that need to be the subject of further research.

## Results and Discussion

The results of searching, reviewing and tracking articles using Publish or Perish (PoP) using the keywords Influence of Viral Marketing, Social Media Marketing, Consumer Online Review, on Purchasing Decisions Perspective of the Tiktok Platform (Literature Review) obtained 200 articles from 2019-2024. From these results there are a total of 201 citations, while the annual citation is 100.50 and cites per article are approximately 2.01 cited by the authors. While citations/author 99.43 and papers/author 47.62 so that the average citation perauthor reaches 2.58.



**Figure 1. Matrix Viral Marketing, Social Media Marketing, Consumer Online Reviews on Purchasing Decisions on Publish or Perish**  
 Source: Data Processing

From these results, there are articles from nationally accredited journals (Sinta) starting from the highest Sinta 2 to the lowest Sinta 6. The overall total of articles used was 15 articles.

In this study using descriptive analysis as an explanation of the various journals that have been cited and checked for the truth and authenticity of the data. The Tiktok platform is a forum for marketing products that will be sold to direct consumers, especially users who actively use the Tiktok platform. Consumers who will be influenced in making purchases when there are products that are always promoted and appear when consumers use the Tiktok application.

No.	Variabel	Author	Jurnal/Vol. No. Tahun Sinta 2	Topik Penelitian
1.	Viral Marketing on Purchasing Decisions	Prety Diawati, Resia Ratna Putri <sup>1</sup> , Hesti Sugesti, Lukmanul Hakim, Rafi Farizk	JPPI (Jurnal Penelitian Pendidikan Indonesia Vol.7, No.4, 2021, pp. 560-569 Sinta 2	Pengaruh brand ambassador dan viral marketing terhadap proses keputusan pembelian pada konsumen marketplace
2.		Rio Garia Aprillio, Arry Widodo	Almana Jurnal Manajemen dan Bisnis Vol 4 No 2 (2020): Agustus hal 157-163 Sinta	The Effect of Viral Marketing on Purchase Decision with Customer Trust as

			2	Intervening Variable
3.		Ana Rimbasari Rina Eka Widjayanti Agniya Thahira	CAPITAL: Jurnal Ekonomi dan Manajemen Volume 6 Nomor 2 Maret 2023 Sinta 4	Pengaruh Viral Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Di Platform Tiktok
4.		Ana Rimbasari Rina Eka Widjayanti Agniya Thahira	Manajerial : Jurnal Manajemen dan Sistem Informasi Vol. 20 No.2 Desember 2021, Hal – 20 Sinta 4	Pengaruh Viral Marketing Terhadap Keputusan Pembelian Melalui Kepercayaan Pelanggan Pada Platform Shopee
5.		Dinda Dwi Amalia, Syihabudin Muhamad Fakhrudin	Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah Volume 9, No. 3, 2024 (1963-1983) Sinta 5	Pengaruh Viral Marketing, Etika Bisnis, Dan Online Customer Review Terhadap Keputusan Pembelian Dalam Perspektif Ekonomi Islam (Studi Kasus Pada Pembeli Bakso Goreng Raja Ngemil Di Marketplace Shopee)
6.		Aulia Asri Fawwazi Haryanto, Kokom Komariah ,R Deni Muhammad Danial	Inovbiz: Jurnal Inovasi Bisnis 9 (2021) 33-39 Sinta 5	Social Media And Viral Marketing Analysis Of Purchase Decisions Through Tiktok ApplicationS
7.	Social Media Marketing on Purchasing Decisions	Dinda Zieza Iksyanti, Agus Maolana Hidayat	YUME : Journal of Management Volume 5 Issue 2 (2022) Pages 11 – 18 Sinta 5	Pengaruh Social Media Marketing melalui Electronic Word Of Mouth pada Platform Tiktok terhadap Keputusan Pembelian di Shopee
8.		Meatry Kurniasari,	DIPONEGORO	Pengaruh Social

		Agung Budiarmo	JOURNAL OF SOCIAL AND POLITICAL Tahun 2018, Hal. 1-7 Sinta 5	Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang
9.		Othysalonika, Abdul Wahib Muhaimin, Febriananda Faizal	Jurnal Ekonomi Pertanian dan Agribisnis	Pengaruh Social Media Marketing terhadap Minat dan Keputusan Pembelian Konsumen pada Usaha Makanan Sehat di Kota Malang
10.		Ahmad Nurrokhim Ngadimen, Emy Widyastuti	Vol. 1 No. 2 (2021): Journal of Management and Digital Business, Sinta 4	Pengaruh social media marketing, online customer review, dan religiusitasterhadap keputusan pembelian konsumen shopee di masa pandemi Covid-19 dengan minat beli sebagai variabel intervening
11.	Consumer Online Reviews on Purchasing Decisions	Riska Sari Melati	Jurnal Pendidikan Tata Niaga (JPTN) Vol. 8 No. 2 (2020) Sinta 5	Pengaruh Harga Dan Online Consumer Review Terhadap Keputusan Pembelian Case Handphone Pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya)
12.		Windi Anggraini, Berlentina Permatasari, Almira Devita Putri	TechnoBiz, International Journal of Business VOL 6, NO 2 (2023) : OKTOBER Sinta	Pengaruh Online Customer Review, Online Customer Rating, Dan Kepercayaan Konsumen

			5	Terhadap Keputusan Pembelian Di Tiktok Shop Pada Masyarakat Kota Bandar Lampung
13.	Dwi Ika Sugiarti, Rhoma Iskandar	Sostech Jurnal Sosial dan teknologi Volume 1 Nomor 9 2021 Sinta 5		Pengaruh Consumer Review Terhadap Keputusan Pembeli Terhadap Toko Online Shopee
14.	Fitriani Latief, Nirwana Ayustira	Jurnal Miral management Volume 6 No. 1. 2020 Sinta 5		Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla
15.	Yuni Siti Nuraeni, Dwi Irawati	Procuration : Jurnal Ilmiah Manajemen Volume 9 Nomor 4 Desember 2021 439-450) Sinta 5		The Effect Of Online Customer Review, Quality Product, And Promotion On Purchasing Decision Through Shopee Marketplace (A Case Study Of Ubsi College Student)

The results obtained based on topics related to Viral Marketing, Social Media Marketing, Consumer Online Reviews on Purchasing Decisions provide an overview of the research that has been conducted.

**The Influence of Viral Marketing on Purchasing Decisions**

Viral marketing holds a relationship with purchasing decisions because purchasing decisions have a strong impact on social factors, namely on reference groups. (According to Kotler (2002). Word of mouth advertising is more persuasive. The desire to fulfill one's own needs or the desire of others to suggest products and services that are gaining popularity among the general public is the main motivation behind consumer decisions to buy. The current community trend is the success of viral marketing. Products are highly sought after because of the virus-like nature of viral marketing. Viral marketing can have an impact on customer decisions to buy a product or item if the product or item has been successfully viralized and then spreads so that it makes customers curious and decides to buy.

In research (Diawati et al., 2021)shows that Viral Marketing has an effect on purchasing decisions. The correlation value between the Viral Marketing variable and the Purchasing Decision Process is 0.883 and has a positive sign. The value of 0.883 means that

the relationship between Brand Ambassador and the Purchasing Decision Process is very strong. The positive sign means that the relationship between Viral Marketing and the Purchasing Decision Process is unidirectional. This means that if the Viral Marketing value is high, the purchasing decision will also be high, and vice versa if the Viral Marketing value decreases, the purchasing decision will also decrease. Viral marketing illustrates that one way to get new customers is to encourage honest communication among consumers. The consumer buying process is a social process that involves interactions from one customer to another, but also between companies and customers but also a lot of information exchange and influence among the people who surround customers.

Another article (Aprillio & Widodo, 2020) reveals that there is a positive and significant influence that shows the relationship between Viral Marketing and Purchasing Decisions. Viral Marketing has a positive and significant indirect effect on Purchasing Decisions through Customer Trust at favehotel Hyper Square Bandung. The indirect effect between viral marketing on purchasing decisions through the intervening variable of customer trust has a positive indirect effect of 0.296 and a t-statistic value of  $9.950 > 1.96$  which means significant.

Research (Rimbasari et al., 2023) revealed that Viral Marketing has an effect on purchasing decisions on the TikTok platform, and it was also found in this study that Viral marketing and social media marketing simultaneously influence purchasing decisions on the TikTok platform. The Viral Marketing variable has a Sig level of 0.009, which means that Viral Marketing has a significant effect on Purchasing Decisions on the Tiktok platform. Social Media Marketing has a Sig level of 0.087 or below 10%, which means that researchers consider that the Social Media Marketing variable has an influence on Purchasing Decisions on the Tiktok platform. All independent variables have positive coefficients which means that both variables have a positive influence on the purchasing decision variable. This is supported by the results of other studies which state that Viral marketing (viral marketing) has a positive influence on purchasing decisions (Ristania and Justianto, 2013) Viral marketing strategies are considered capable of influencing purchasing decisions. The thing that can speed up something going viral is the activeness of social media users. A wide range of users take part in bagian dalam memviralkan suatu produk dengan keaktifan mereka sebagai pemakai sarana. Proses yang dilakukan pengguna This can alleviate and become an opportunity for the transmission of information and communication interests. Something will go viral when it attracts users and is widely accessed by users, therefore marketers must be good at analyzing viral marketing so that it results in consumer purchasing decisions. When marketing that is made successfully viral, there will be user activeness in consumer social media and users will easily talk about the product or brand to be purchased, both price and quality information. The activeness of users in consumer social media will make consumers easy to decide.

In research (Andora & Yusuf, 2021) revealed that this study shows that the total effect of Viral marketing (X) on Purchasing Decisions (Z) is 0.635 or 63.5%. This means that to make a purchase decision on an item / product usually has a reason. The reason someone buys either because of their own desire or the desire of others to suggest products / goods that are currently trending among the public. The trend that is happening among the public is a form of success from Viral Marketing. The key to viral marketing that works like a virus makes the product something that is highly sought after. Viral Marketing can influence the Purchasing Decision of a product/good by means of a product/good that is successfully viralized and then spread so that customers are curious and make a decision to make a purchase. Meanwhile, this study shows that Viral Marketing has a significant effect on Purchasing Decisions.

In research (Joel et al., 1463) In the t test results for viral marketing, the t value is 9.085 and has a t table value of 1.98, therefore  $t_{count} > t_{table}$  ( $9.085 > 1.98$ ). while the sig. value on the viral marketing variable is 0.000, which is smaller than 0.05 and is declared significant. So it can be concluded that the viral marketing variable has a significant effect on purchasing decisions. Therefore viral marketing influences consumer purchasing decisions positively, in these results when viral marketing is carried out continuously it will attract customers and increase purchase interest. When there is interesting viral marketing and what is done by the seller is honest and not made up, it will increase purchase interest. In promoting creativity is very necessary because it is the key to success in carrying out promotional variations, and one way to face marketing competition. To be able to increase marketing, companies should continue to carry out promotions and add various innovations in their marketing.

In (Cahyani et al., 2022) the opinions of Wangenheim and Bayon corroborate those who claim that viral marketing makes them feel good because it gives them the impression that they are making a purchase and gives them information from a more reliable source than advertising.

Marketing should use something viral or a viral marketing strategy to be easily recognized by buyers so that it influences the decisions made, namely buying the marketed product. Viral marketing strategies are considered capable of influencing purchasing decisions. The thing that can accelerate something going viral is the activeness of social media users. Various users take part in viralizing a product with their activeness as users of the tool. The process carried out by these users can alleviate and become an opportunity for the transmission of information and communication interests. Something will go viral when it attracts users and is widely accessed by users, therefore marketing must be good at analyzing viral marketing so that it results in consumer purchasing decisions. When the marketing that is made successfully viral, there will be active users in consumer social media and users will easily talk about the product or brand to be purchased, both price and quality information. The activeness of users in consumer social media will make consumers easy to decide. The findings of the study (Cahyani et al., 2022) confirm that viral marketing variables have a positive impact on purchasing decisions.

### **The Influence of Social Media Marketing on Purchase Decisions**

The result of research (Haryanto et al., 2022) revealed that social media has a positive and significant influence on purchasing decisions. This is indicated by the t-count value (4.452) which is greater than the t-table (1.65) with a significance value of 0.000 ( $<0.05$ ). This means that the more effective the use of social media, the higher the consumer purchasing decision. The results show that based on the F test, the significant probability value is 0.00 ( $<0.05$ ), which means that social media and viral marketing simultaneously have a significant influence on purchasing decisions. Based on the T test, it was found that social media has a significant influence on purchasing decisions, and viral marketing also has a significant influence on purchasing decisions 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.

The article (Iksyanti et al., 2022) reveals that Social media marketing gets results with an average percentage of 88.70 which is included in the very good category. So with that it can be interpreted that social media marketing is considered very good by 100 respondents. With this it can be proven that Shopee's social media marketing on the TikTok platform is very good at promoting and providing information regarding products at Shopee. According to Fadhilah and Saputra (2021) in this article (Iksyanti et al., 2022) say that what causes the TikTok platform to be popular is that this platform focuses on content and this platform also contains complete features and in the current era with the popularity of this platform, not a few of the TikTok users who carry out the purchasing decision process know it from the TikTok platform. With a very large number of users, TikTok is now widely used as a marketing promotion medium.

In research (Kurniasari & Budiatmo, 2019) revealed that Social Media Marketing has a weak level of relationship to purchase intention, which is 0.794 because it lies in the interval 0.60 - 0.799. Judging from the coefficient of determination, the contribution made by the social media marketing variable to buying interest is 63.1%. There is a positive and significant influence between social media marketing on purchase intention, seen from the value of the regression coefficient analysis of 0.1436 and the value of t count (12.392) > t table (1.984) with a significance level of less than 0.05.

In research (Prayoga & Mulyandi, 2020) Social media marketing which consists of context, content, communication, and connection variables has a significant and positive influence on purchasing decisions through consumer buying interest in Dailee. Purchase interest acts as a partial and total mediating variable between the relationship between social media marketing variables and purchasing decision variables, the connection variable has the largest t value in influencing purchasing decisions through consumer buying interest.

Article (Nurrokhim & Widyastuti, 2021) The results showed that the variable (X1) Social media marketing has a t value of 1.685 < t table 1.983 and a significance value of 0.095 > 0.05, it can be interpreted that the variable (X1) Social media marketing has a positive and insignificant effect on the variable (Y) Purchasing Decisions.

Social media marketing is a mechanism that allows anyone to advertise their site, goods or services online through social media to reach a wider market that cannot be accessed through traditional channels. Whether or not someone's interest in buying something is influenced by how the seller utilizes the role of social media. It cannot be denied that the development of social media before a person purchases a product, the profile of a social media account is a person's assessment of a business or business. This assessment is in the form of content presented on the seller's social media account. Experience when the content displayed is interesting and able to make people feel at home to linger looking at photos and videos of uploaded products, then someone's intention to buy the product will arise. In social media there is also a comment feature that shows how the responses of people who have bought products in that place, so that they can support buying interest.

### **The Influence of Consumer Online Reviews on Purchasing Decisions**

Online consumer review is one type of e-WOM (Electronic Word Of Mouth). OCR (Optical Character Recognition) contains information and recommendations about products from a consumer perspective. These reviews are also usually about positive or negative statements made by consumers about products sold in online stores (Kevin et al., 2020). The experience of several consumers who have bought a product through the online customer review feature can influence consumers in making online transactions through the Tiktok application.

Research conducted by (Firdiya Amiyananda et al., 2024) revealed that the significance value of the online consumer review variable (X2) of 0.000 is less than 0.05,

meaning that H2 is accepted, meaning that the independent variable online consumer review has a significant effect on purchasing decisions. Consumers also consider reviews or reviews of products when going to shop online at the Shopee marketplace using a cellphone. Consumers who have made a purchase or used a product provide an assessment or review of the product so that potential consumers can also find out about it.

The research article (Anggraini et al., 2023) The results showed a tcount value of  $6.742 > t_{table} 1.657$  with a significant level of 0.05, which is  $0.000 < 0.05$ . Based on these results, it can be concluded that the online customer review variable (X1) has a positive and significant effect on purchasing decisions at TikTok Shop in the people of Bandar Lampung city. The results of this study are also supported by other studies which show that online customer reviews have a positive and significant effect on purchasing decisions in beauty e-commerce.

In the article (Ika Sugiarti & Iskandar, 2021) the significance value of the online consumer review variable (X2) of 0.000 is less than 0.05, meaning that H2 is accepted, meaning that the independent variable online consumer review has a significant effect on purchasing decisions based on opinion (Ghozali, 2018). These results prove that the online consumer review variable has a partial effect on buyer decisions for the Shopee online store (Study on Bekasi Students). Consumers also consider reviews or reviews of products when going to shop online at the Shopee online store using a cellphone. Consumers who have made a purchase or used a product provide an assessment or review of the product so that potential consumers can also find out about it.

The result of the study (Latief & Ayustira, 2020) reveal that the ANOVA test conducted obtained an Fhitung value of  $20.447 > F_{table} 0.1169$  with a significant probability of  $0.000 < 0.05$ , which means  $H_a$  is accepted. Thus  $H_o$  is rejected and  $H_a$  is accepted, meaning that the independent variables, namely Online Customer Review (X1) and Rating (X2), simultaneously have a significant effect on Purchasing Decisions (Y). Based on the research results, it is known that the respondents' answers to the online customer review variable (X1) given by respondents on purchasing decisions for cosmetic products at Sociolla, show that respondents feel that the online customer review performs its function well. Of the six indicators and eleven attributes, the lowest value or value that is below the average value of the entire statement is obtained in the Source Trustworthiness indicator with the Trustworthy attribute. It can be concluded that some consumers feel that online customer reviews on sociolla are information that is not trusted enough.

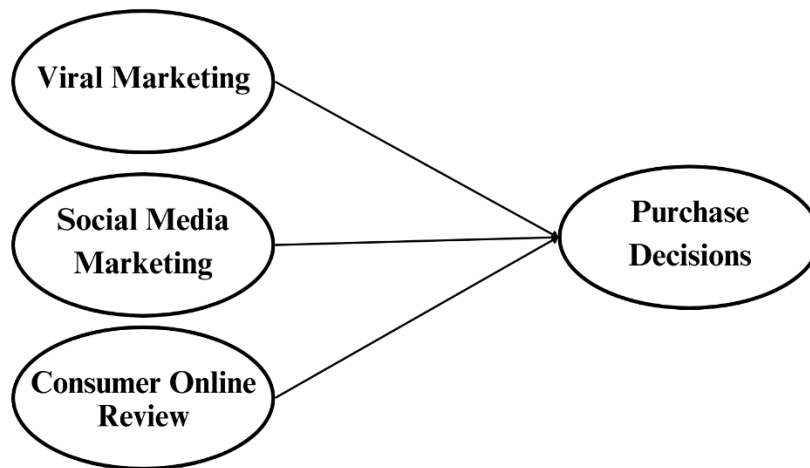
In research (Nuraeni & Irawati, 2021) revealed that the effect of online customer reviews on purchasing decisions partially has a significant effect  $\alpha < 0.05$ , namely 0.008 where the results of this study are in accordance with the research conducted that online customer reviews have a significant effect on purchasing decisions. Online customer reviews have a fairly important role, which can make it easier for potential customers to get all product information according to the experience of online consumers who have bought the product before. Through this feature, potential consumers

Product reviews are also commonly done by Tiktok users in the form of videos or commonly referred to as UGC (User Generated Content). Before deciding to buy a product, consumers will first look for information sourced from the comments column contained in the video content, and also see the review content conducted by UGC. After collecting the information needed, then consumers make a purchase decision. Therefore, business people must be able to control E-WoM on Tiktok social media, in order to avoid or correct negative reviews and increase positive reviews.

A good impression of a product will encourage potential customers to buy so that in the end it is determined by the attitude of satisfied consumers which is an indirect guarantee

for the continuity of the seller's business in the marketplace in the sense of Tiktok. Satisfied consumers will also provide an opportunity for continuous income to be obtained. Consumer satisfaction will have an impact on the psychological attitude of consumers to discuss good things about a product that they have felt the benefits of to other people or potential consumers who will then either directly or indirectly. From a good online customer review, it can support a shop or seller so that it can improve its image and be able to further expand its marketing scope. So it can be concluded that online customer reviews have a positive effect on purchasing decisions (Ardianti & Widiartanto, 2019).

**The Conceptual Framework**



**Conclusion**

The following conclusions are drawn from this study, which aims to determine the effect of viral marketing, social media marketing, consumer online reviews on purchasing decisions:

Viral marketing and social media marketing have a significant role in influencing purchasing decisions on the TikTok platform. Effective viral marketing creates great exposure through engaging, creative and shareable content, thus accelerating the spread of product or service information. On the other hand, structured social media marketing, such as the use of influencers, relevant content strategies, and paid advertising, increases brand trust and appeal to consumers.

TikTok as a short video-based platform supports both of these strategies through algorithms that allow content to go viral quickly and reach a wide audience. Factors such as engagement (comments, likes, and shares), content relevance, and trust in influencers strongly influence consumer purchasing decisions.

Therefore, companies that optimally utilize viral marketing and social media marketing on TikTok can increase brand awareness, build consumer loyalty, and drive positive purchase decisions.

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