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## THE INFLUENCE OF VIRAL MARKETING AND INFLUENCER MARKETING

## AGAINST PURCHASE INTENTION

## TIKTOK ACCOUNT @Somethincofficial

Fransiska Perintis br lumban gaol[*1] Btari Mariska Purwaamijaya[2], Syti Sarah., S.P., M.M[3],

Prodi Bisnis Digital, Universitas Pendidikan Indonesia

Correspondence: E-mail: lumbangaol27@upi.edu

**A B S T R A K**

The purpose of this study is to ascertain how viral marketing and influencer marketing on TikTok influence consumers' intent to purchase Somethinc items. Data for this study were gathered quantitatively utilizing survey methods. A survey distributed via Google Form served as the research tool. In this study, 414 respondents who followed @somethincofficial on TikTok served as samples. Multiple linear analysis and descriptive analysis are the analysis methods employed. The findings of this study indicate that influencer marketing has an impact on purchase intention on TikTok accounts @somethincofficial whereas viral marketing has an impact on those accounts. Influencer marketing and viral marketing both influence future purchases. Based on the findings of the ability of independent variables to determine the coefficient of determination (viral marketing), The independent variable (and influencer marketing) in this study affects the dependent variable by 54%, while other variables in the study account for the remaining 46% (1 - 0.540).

## 1. INTRODUCTION

The phenomenon of social media has shifted and changed the way conventional marketing works, creating digital marketing (Indrawati et al., 2022). Digital marketing is closely related to a new paradigm that develops along with technological advances, namely the transformation of traditional marketing activities into marketing through smartphones (Btari Mariska Purwaamijaya et al., 2022). This strategy can encourage market penetration to increase market targets by optimizing existing markets and existing products (Maesaroh, 2022).

TikTok provides an online shopping platform through two features. Through TikTok Shop, TikTok account owners can open online stores that other TikTok users can visit directly. In addition to TikTok Shop, TikTok users can also sell when holding live streams on TikTok. Promoted items are usually at the bottom right. Research states that 52% of Indonesians already know the trend of buying and selling transactions through social media or social commerce. This is a new option to shop online and allows direct interaction with sellers but can still browse social media without having to move applications (Ratnapuri et al., 2023).

According to a survey conducted by iPrice, the first position of the most popular cosmetic product on TikTok with a total hashtag view of 57.3 million times (Devita, 2020) is Somethinc products. The most popular product is skincare products, where this product managed to rank first for the best-selling skincare category in E-commerce. Until now, the followers of @somethincofficial official TikTok account have reached 1.8 million followers (accessed January 10, 2023). Somethinc utilizes TikTok by providing various video content starting from the introduction of their new products, telling the advantages of their products, providing tips on using unknown skin care products but utilizing their own products and video content containing product usage experiences from their consumers (Tanuwijaya &; Mulyandi, 2021).

The information and content shared on Somethinc's TikTok account aims to reach consumers, and make consumers aware of the types of products and content owned by Somethinc products both in videos and in their account descriptions. When consumers already know and understand the advantages and disadvantages of these skin care products, they will choose which product yang sesuai dengan kebutuhan konsumen (Hasena & Sakapurnama, 2021).

The problem of consumers to use cosmetic products is related to the incompatibility of product content with the skin condition of each consumer. So many consumers do not want to use skin care products with the brands offered because they do not provide results or benefits in accordance with what they expect (Azizah et al., 2021).

These problems can have an impact on the purchase intention of Somethinc products. In the best-selling skincare category, the Somethinc brand managed to occupy the first position, but for the best-selling makeup category, the Somethinc brand occupies the fifth position where local makeup products were dominated by Wardah products at the same time throughout the second quarter of 2022. This shows that Somethinc products are still inferior to competing products in the makeup category (Ekarina, 2020).

To solve this problem, the Somethinc company uses the services of third parties, namely influencers, to promote their products and encourage viral marketing. This is done as an effort to influence consumer attitudes on the products they promote, resulting in purchase intention. The presence of TikTok is a good opportunity to promote products, this is because TikTok has been used by 55.5% of brands that utilize it for influencer marketing campaigns (MarketingHub, 2023).

The application of viral marketing on TikTok can produce elements of Informativeness, Credibility, Entertainment, and irritation factors so that it is expected to be able to influence purchase intention (Dwinanda et al., 2022).

1. According to Wang et al. (2018), informativeness can alter how people perceive, feel, and use the resources that are made available. Public information is viewed as penilaian apakah. Everything they learn is either useful or useless.
2. Entertainment is supposed to be at the degree of satisfaction that can be offered by stimuli, such as advertising through humor (comedy) and pleasure, according to Rukuni et al. (2017).
3. The term "irritation" refers to the degree of annoyance or discomfort brought on by stimuli in marketing messages (Rukuni et al., 2017).
4. According to Wang et al. (2018), credibility is related to the recipient's confidence in the information sources they are getting.

Influencer marketing, on the other hand, is one of the company's marketing techniques where an influencer is invited to collaborate in order to boost brand opinion leaders and sales specific to particular target markets (Wilis et al., 2022). The following dimensions can be used to create an influencer's personal profile (Deges, 2018).

1. Social network users anticipate that influencers will only promote products they are confident in and have used themselves.
2. In the decision-making process for a purchase, trust minimizes subjectively perceived risk. The influencer is respected by the neighborhood because they see him as impartial and independent.
3. Authenticity: Authenticity describes the kind of communication and information being presented. Influencers have honed their own styles over time by highlighting facts in a fair and honest manner.
4. Charisma, Ordinary people who have earned their reputation and fame on social media can also be considered influencers. They don't have to be performers in the arts, performers in sports or music, actors or actresses in movies or on television, or broadcast stars because everyone knows them from their media appearances.

purchasing intention is the propensity to act before making a purchasing choice is really carried out. Actual purchase and purchase interest are distinct terms. Contrasted with buy intention, which is the desire to make purchases in the future, actual purchases are those that customers actually make. The measurement of purchase intention is done to maximize forecasts of the actual purchase itself, even when it simply takes the shape of future purchases (Morwitz et al., 2007).

According to Akbar et al. (2023), the following dimensions might be used to examine purchasing intention:

1. Transactional interest refers to a person's desire or interest in purchasing a goods.
2. A person's propensity to recommend goods to others is known as reference interest.
3. A person who has a preference for a product is said to have preferential interest.
4. Exploratory interest is the process of researching a product before making a purchasing decision.

## 2. METHODOLOGY

Quantitative data is used in this kind of research. Although descriptive in nature, research tries to determine whether or not there is influence, how close an influence is, and whether or not influence has any significance. Questionnaires were used to collect the data for this investigation. The

Likert scale, a tool for measuring attitudes, views, and perceptions of an individual or group of individuals about social phenomena, is used to examine the relationship between viral marketing and influencer marketing on customer purchase intent (Sugiyono, 2017)).

**Table 2. 1**
**Likert scale**

| Strong Disgree | Disagree | Netral | Agree | Strong Agree |
|---|---|---|---|---|
| SD | D | N | S | SA |
| 1 | 2 | 3 | 4 | 5 |

Multiple linear regression statistical testing was done once the calculation findings were completed utilizing quantitative data processing surveys obtained regarding viral marketing, influencer marketing, and buy intention. The sampling method combines random sampling methods with probability sampling. when methods and samples are chosen at random, regardless of how the sample is based on socioeconomic strata or rank. Followers of TikTok @Somethingincofficial accounts whose numbers have been calculated using a method will serve as the sample for this study's research project. Based on Slovin's opinion formula, researchers selected the research sample for this study.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1.800.000}{1 + 1.800.000 \,(0,1)^2}$$

n = 99.9

The number of samples is 99.9 according to the Slovin formula with a 10% error rate, but since the topic is a fractional number, it is rounded to 100 samples. Therefore, the sample size for this study will be at least 100 randomly chosen followers of the @Somethingincofficial account on TikTok.

## 3. RESULTS AND DISCUSSION
### 3.1 Characteristics of Respondents

There were 414 respondents in this survey, and they exhibited the traits listed below:

**Table 3. 1**
**Respondent's Gender**

| Gender | Sum | Percentage |
|---|---|---|
| Male | 68 | 16,4% |
| Female | 346 | 83,6% |
| **Sum** | **414** | **100%** |

According to the data above, 66 respondents, or 17.5% of the total, are men, while 288 respondents, or 82.5% of the total, are women. According to this data, @Somethingincofficial's TikTok followers are primarily female. The variation in the amount of sex in this study is due to a number of factors. First of all, the majority of "Tik Tok" users are young people and women (Xu et al., 2019). The majority of the cosmetic sector targets women as its primary consumer group, but later started to develop with products for men (Indonesia, 2013). This research is focused on cosmetic products.

**Table 3. 2**
**Number of respondents by age**

| Age | Sum | Percentage |
|---|---|---|
| < 25 | 414 | 91,3% |
| 25 - 45 | 36 | 8,7% |
| 45 - 55 | 0 | 0% |
| > 55 | 0 | 0% |
| **Total** | **414** | **100%** |

Based on the aforementioned data, it can be seen that there are no respondents over the age of 45. In contrast, 320 respondents, or up to 90% of the total, are under the age of 25, while 34 respondents, or up to 9.5% of the total, are between the ages of 25 and 44. TikTok users tend to be younger, averaging 20 years old, with 40% of users between the ages of 10 and 19 (Haenlein dkk., 2020).

Older individuals are more resistant to traditional advertising in conventional media, which has essentially been abandoned by this audience, which is another factor influencing this age gap (Xu et al., 2019). Therefore, there is a real opportunity to use TikTok as a channel for influencer marketing campaigns given its enormous growth, the characteristics of its format and content, as well as its remarkable ability to directly reach younger users with important potential as consumers (Barta et al., 2023).

### 3.2 Analysis Result

The following data analysis test is run after statistical analysis of the collected data to see if there is a relationship between viral marketing and influencer marketing factors and purchase intention.

**Table 3. 3**
**Test Results of Coefficient of Determination (R2)**

| | | | | Model Summaryb | |
|---|---|---|---|---|---|

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .735a | .540 | .537 | 2.82215 |

The ability of independent variables (viral marketing and influencer marketing) in this study to affect the dependent variable by 54% was indicated by the results of the coefficient of determination test in the table above, while the remaining 46% (1 - 0.540) was explained by variables other than independent variables in the study. An adjusted R-square value of 0.540 (54%) was obtained. Whereas influence increases as value increases (Ghozali, 2019).

**Table 3. 4**
**F Statistical Test Results**

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | | | ANOVAa | |

| Model | | Sum of Squares | Df | Mean Square | F | Itself. |
|---|---|---|---|---|---|---|
| 1 | Regression | 3283.011 | 2 | 1641.505 | 206.102 | .000b |
| | Residual | 2795.554 | 351 | 7.965 | | |
| | Total | 6078.565 | 353 | | | |

a. Dependent Variabel: Y
b. Predictors: (Constant), X2, X1

According to Ghozali (2019), if the value of Sig. 0.05, the independent variable (X) and the dependent variable (Y) are both concurrently impacted. It can be inferred from the F test findings in the table above that viral marketing (X1) and influencer marketing (X2) simultaneously effect purchase intention (Y) because the value of Sig. is 0.00 where this value is smaller than 0.05.

**Table 3. 5**
**Statistical Test Results t**

| | | | | Coefficientsa | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
| Model | | B | Std. Error | Beta | t | Itself. | Tolerance | BRIGHT |
| 1 | (Constant) | 4.912 | 1.469 | | 3.342 | .001 | | |
| | X1 | .082 | .030 | .133 | 2.777 | .006 | .572 | 1.749 |
| | X2 | .373 | .028 | .641 | 13.390 | .000 | .572 | 1.749 |

a. Dependent Variabel: Y

The viral marketing regression coefficient is 0.082 and the influencer marketing regression efficiency is 0.373, according to the results of the aforementioned regression. Ghozali (2019) states that if the value of Sig. 0.05, the independent variable (X) only has a partial impact on the dependent variable (Y). Influencer marketing (X2) has a Sig value of 0.00 < 0.05 while viral marketing (X1) has a Sig value of 0.006 < 0.05.

Based on the table above indicates the following:

1. The TikTok Shop @Somethincofficial application's viral marketing variable (X1) and purchase intention (Y) for Somethinc products are influenced by one another.
2. The purchase intention (Y) for Somethinc products on the TikTok Shop @Somethincofficial application is influenced by influencer marketing variables (X2).

## 4. CONCLUSION

This study intends to ascertain the impact of influencer marketing and viral marketing on the Somethinc TikTok account's own purchasing intention. In this survey, 414 users who follow the @Somethingincofficial account on TikTok were the respondents. The following conclusions may be taken from the analysis and discussion of the data on respondents' perceptions of the impact of viral marketing and influencer marketing on the purchase intention of Somethinc products:

1. The TikTok Shop @Somethincofficial application's viral marketing variable (X1) and purchase intention (Y) for Somethinc products are influenced by one another. Informational value, entertainment value, credibility value, and annoyance value are the metrics this study uses to assess the impact of viral marketing.
2. The purchase intention (Y) for Somethinc products on the TikTok Shop @Somethincofficial application is influenced by influencer marketing variables (X2). Credibility, Trust, Authenticity, and Charisma are the criteria employed in this study to assess the influence of influencer marketing.
3. Purchase intention is simultaneously influenced by viral marketing and influencer marketing to the tune of 54%, with the remaining 46% being determined by other variables not included in the current study.

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