The Influence of Viral Marketing and Brand Awareness on Consumer Purchase Intentions for Mixue Beverage Products in Malang

Felik Sad Windu Wisnu Broto[1], Teofilus Karnalim[2], Monica Anastasia[3*]
Universitas Ma Chung
Corresponding Author: Felik Sad Windu W felik.sad@machung.ac.id

A R T I C L E I N F O

A B S T R A C T

In the current digital era, viral marketing and brand awareness have become crucial strategies for companies to increase sales and attract consumer interest. This study aims to examine the impact of viral marketing and brand awareness on the purchase intentions of Mixue beverage consumers in Malang. The research employs a quantitative approach, collecting data through surveys using questionnaires distributed to Mixue consumers in Malang. The data analysis results show that viral marketing has a significant positive effect on the purchase intentions of Mixue consumers in Malang. The higher the intensity of viral marketing, the greater the consumers' purchase intentions. Additionally, brand awareness also has a significant positive impact on purchase intentions. Consumers with high brand awareness tend to have higher purchase intentions for Mixue products. Simultaneous analysis indicates that viral marketing and brand awareness together significantly affect consumer purchase intentions. Therefore, it is essential for Mixue in Malang to effectively enhance viral marketing and brand awareness strategies to boost consumer purchase intentions. These strategies have proven effective in increasing the sales of Mixue products in Malang.

INTRODUCTION

The growth of the F&B industry in Indonesia, particularly in the city of Malang, has seen rapid development in recent years. According to the Badan Pusat Statistik Kota Malang (2023), the percentage of monthly per capita expenditure on prepared food and beverages in Malang increased from 30.25% in 2022 to 35.84% in 2023. One beverage brand that has captured consumer attention in Indonesia, especially in Malang, is Mixue. Mixue offers a diverse and innovative range of beverage products, creating a unique brand identity in the market.

The growing culinary business has led entrepreneurs to make their businesses as attractive as possible by offering unique value to their customers. With the increasingly diverse business world, each business must continue to innovate and present unique offerings for their products or services, particularly in the food and beverage sector (Manik & Siregar, 2022). One product currently trending among Indonesians, from children to adults, is ice cream. Mixue has been chosen because it is one of the fastest-growing F&B franchise companies in recent years, surpassing several well-known brands like Pizza Hut, Burger King, and Domino's. According to Katadata.co.id, in 2021, Mixue became the fifth-largest F&B franchise company in the world.
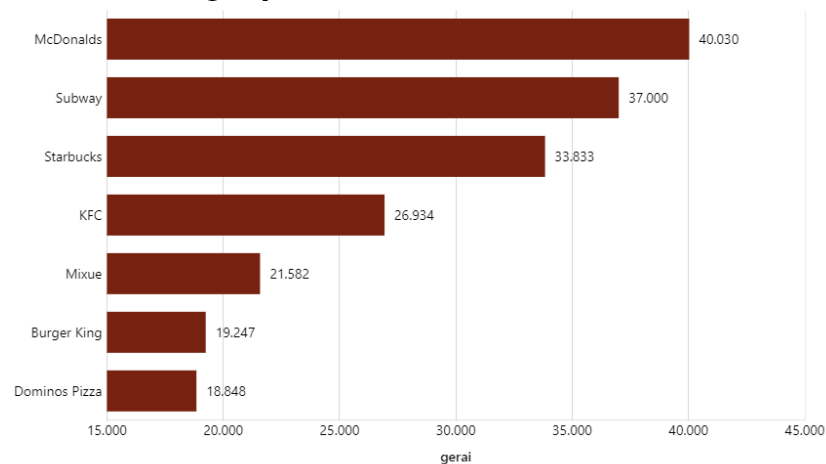

Figure 1.1 The F&B Company with the Most Franchise Outlets Globally (2021)
Source: katadata.co.id

Mixue is a Chinese franchise established in 1997 by Zhang Hongchao. The company, which sells ice cream and tea beverages, first entered Indonesia in 2020. The first Mixue store in Indonesia was located at Cihampelas Walk, Bandung. In Indonesia, Mixue has also experienced rapid growth, with East Java ranking as the second province with the most Mixue outlets.
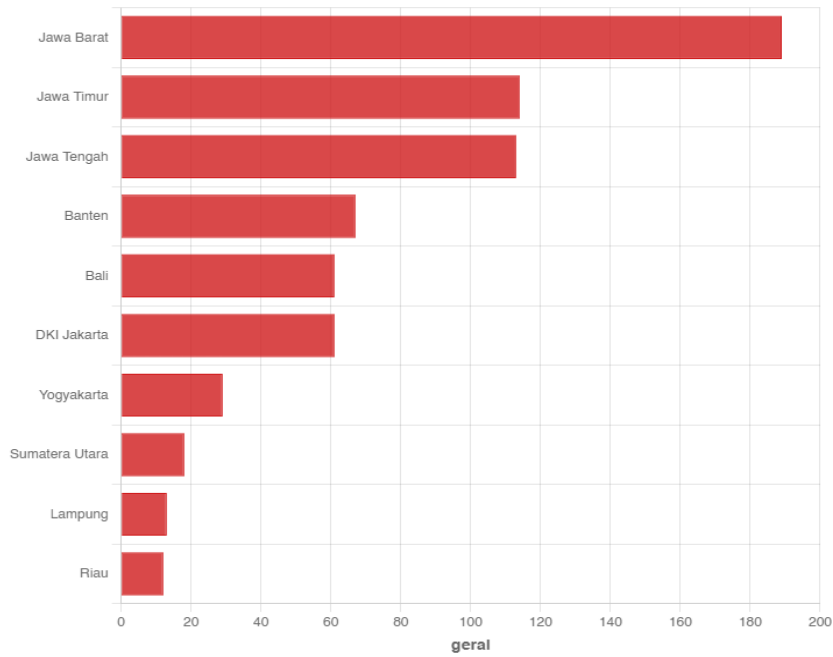
Figure 1.2 Province with the Most Mixue Outlets in Indonesia (2023)
Source: data.goodstats.id/

Many food and beverage companies in Indonesia use a marketing technique well-suited to the active social media lifestyle of the community, known as viral marketing (Nursalim, 2023). Viral marketing can facilitate company promotions and increase brand recognition in society (Anindya & Indriastuti, 2023). The growth of social media has significantly changed marketing paradigms, particularly in reaching and interacting with audiences. This phenomenon is highlighted by the presence of platforms such as Instagram, Facebook, Twitter, and TikTok, which enable companies to communicate directly with potential consumers. In the context of the F&B industry in Malang, social media platforms can be considered potential channels for conducting viral marketing campaigns. Mixue leverages its competitive pricing and product variety through social media promotions, leading many Indonesians to share these posts on their personal social media accounts. As a result, these posts are seen by other social media users, making Mixue's products and brand popular among the Indonesian community (Nursalim, 2023).
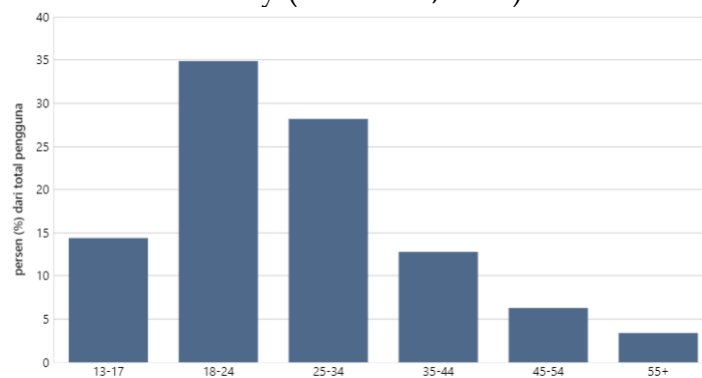

Figure 1.3 TikTok Users in Indonesia (2022)
Source: katadata.co.id

In Indonesia, social media use, especially TikTok, is dominated by young people aged 18-24. This makes Malang, with its five public universities and 57 private universities, an ideal target market. If a company successfully implements a viral marketing strategy, it can help increase brand awareness among the public. Brand awareness is the ability of consumers to identify a brand under different conditions, as reflected by their recognition or recall of the brand (Kotler & Keller, 2016). In an era where information can be easily accessed and disseminated, brand awareness plays a crucial role in business growth. Brand awareness influences consumer purchasing decisions. With high brand awareness, companies can boost product sales (Linawati et al., 2023). Consumers with good knowledge of a brand tend to have a more positive perception of the product and are more likely to consider purchasing it. One of Mixue's strategies to enhance brand awareness is using a catchy jingle as audio sensory marketing. The jingle is typically played repeatedly at each outlet to reinforce brand recall among consumers. Jingles have proven to be an effective marketing tool, helping brands become known and remembered by the public over the years.

This aligns with research by Asri et al. (2021), which found that social media has a positive and significant influence on purchasing decisions. However, research by Bimantara (2021) presents contradictory findings, showing that social media does not have a positive or significant effect on purchasing decisions. While there are many studies on the impact of marketing and brand awareness on consumer purchase intentions, few specifically examine this viral phenomenon in the context of F&B products, particularly Mixue, in Malang. Therefore, this research aims to explore and understand the extent to which viral marketing and brand awareness influence consumer purchase intentions for Mixue beverage products in Malang. By understanding the impact of viral marketing and brand awareness on consumer purchase intentions in designing more effective marketing strategies, this study aims to provide valuable insights for beverage companies, especially Mixue, to develop more effective marketing strategies. They can leverage these research findings to enhance brand visibility, optimize viral marketing campaigns, and allocate resources more efficiently.

Additionally, this research can contribute to marketing literature on how factors like viral marketing can influence purchase intentions and provide a competitive advantage for companies like Mixue. They can use these insights to differentiate themselves in a crowded and rapidly changing market. This study also offers valuable contributions to marketing literature by expanding understanding of factors influencing consumer behavior, particularly in the context of beverage products. It helps fill knowledge gaps and provides a stronger theoretical foundation for future research in this field. Based on this background, the research problem formulation is: Do viral marketing and brand awareness influence purchase intentions?

LITERATURE REVIEW
Viral Marketing

Viral marketing is a marketing technique that involves transmitting marketing messages from one consumer to another through digital means such as email or videos posted on personal blogs and shared on other blogs or

websites. It can evolve from word-of-mouth endorsements, where consumers voluntarily pass on messages to others. The term "viral marketing" derives from the concept of a "virus," where individuals become "infected" with marketing messages and spread them to others like a virus. Messages in viral marketing can include advertising, promotional hyperlinks, online newsletters, streaming videos, and games (Dobele et al., 2014). According to Syahidah (2021), viral marketing generally involves the process of electronically spreading messages to communicate product information to a wide and growing audience. Meanwhile, the concept of viral marketing itself, according to (Kottler & Amstrong, 2012), is the internet version of word-of-mouth, involving creating highly contagious email or marketing methods that consumers or customers are willing to spread and share with their friends. The working concept of viral marketing operates much like the spread of a virus, multiplying on its own. A satisfied consumer of a product or service naturally spreads information about it to their acquaintances to encourage them to try it out for themselves. Viral marketing is a promotional effort harnessing the power of social media platforms such as email, Facebook, Twitter, Yahoo, Instagram, TikTok, and others.

According to Skrob (2005), Viral Marketing can be divided into two basic structures:

1. Active Viral Marketing is associated with the traditional word-of-mouth concept because users are typically personally involved in the process of attracting new consumers.
2. Frictionless Viral Marketing differs from active viral marketing because it does not require active consumer participation to advertise or spread product information. The product automatically sends promotional messages to the intended recipients. Thus, the initial push for virality is initiated by the product manufacturer itself.

According to Skrob (2005), Viral Marketing strategies can generally be divided into two groups based on the degree of consumer involvement in the marketing process:

1. Low Integration Strategy:
   In this strategy, consumer involvement is minimal. Promotion is spread primarily through email. Examples of recommendations are also limited to "send to a friend" buttons on a homepage.

2. High Integration Strategy:
   The difference in this strategy lies in direct consumer involvement in targeting new consumers. Viral Marketing instruments identify several tools that can stimulate Viral Marketing, including customer recommendations, newsletters, linking strategies, communities, free offers, sweepstakes, lists of prospective buyers, chatrooms,

reference lists, product texts, affiliate programs, and search engines.

According to Sung (2021), viral marketing has proven to be powerful in creating positive impressions and experiences that impact consumer responses. This is because viral marketing includes indicators like messenger, message, and environment, which facilitate building interactions with consumers. According to Kaplan & Haenlein (2010), there are three dimensions or conditions that can create and serve as benchmarks in viral marketing:

1. Messenger: An essential element in creating viral marketing epidemics is having the right people to spread the message. Three main types of messengers needed to ensure the transformation of a regular message into a viral phenomenon include market mavens, social hubs, and salespeople. Messengers can involve customer recommendations, communities, chat rooms, and search engines.
2. Message: Only compelling and impressive messages that are interesting enough can be passed on to others to drive viral marketing phenomena. Messages can include newsletters, free offers, sweepstakes, and product tests.
3. Environment: Besides delivering the right message to the right people, environmental conditions can influence the success or failure of viral marketing. Clarifying and managing information related to potential viral marketing actions, key measurement possibilities should be considered in relation to the formulated goals for the viral campaign. Environment can involve linking strategies, lists of prospective buyers, reference lists, and affiliate programs.

H1: Viral Marketing positively influences consumer purchase intentions for Mixue in Malang.

Brand Awareness

Brand awareness, or brand recognition, is the ability of consumers to remember a product that has been ingrained in their minds for a specific need. It functions as a communication tool in promotional strategies. Creating brand awareness aims to ensure that a brand reappears in consumers' memory when making decisions (Priana & Suwandi, 2019). According to Keller (2020) in the book "Strategic Brand Management," brand awareness is the consumer's ability to recognize or recall a brand, including its name, logo, image, and slogan, when they think about a product.

Sitorus et al. (2022) propose that brand awareness can serve as information and a tool for companies to provide deeper understanding to consumers and clients about the brand and its products. When consumers purchase a brand they know, they feel secure and avoid the risks associated with product use. Based on various definitions of brand awareness discussed above,

it can be concluded that brand awareness is consumers' recognition of a brand's presence within a product category and its differentiation from competing brands within the same category. This ensures that the brand remains remembered and recognized in consumers' minds.

According to McQuail (2011), brand awareness is the ability of a potential buyer to recognize or recall a brand that belongs to a product category. Here are the levels of brand awareness:

1. Unaware of Brand:

This is the lowest level in the brand awareness pyramid, where consumers are not aware of the existence of a brand. At this stage, customers feel uncertain or unsure if they are familiar with the mentioned brand. Companies should strive to avoid this level.

2. Brand Recognition:

This is the minimal level of brand awareness, where recognition of a brand reappears after aided recall. At this stage, customers can identify the mentioned brand.

a) Brand Recall:

Brand recall is the ability to remember a brand without assistance (unaided recall). At this stage, customers can recall the brand without being given a stimulus.

b) Top of Mind:

This refers to the brand that is first mentioned by consumers or that first comes to mind. At this stage, customers remember the brand as the first thought when discussing a specific product category.

Brand awareness is a critical factor in influencing consumer purchase intentions because its purpose is to differentiate a product or brand (Purnomo, 2022). The more consumers recognize a particular brand, the easier it is for them to make purchasing decisions. Brand awareness can reflect consumers' impressions or evaluations of the product; if they have a positive impression, consumers will remember the brand and recognize it as the best choice among similar products on the market (Sagita & Siswahyudianto, 2022).

H2: Brand Awareness has a positive effect on consumer purchase intentions for Mixue in Malang.

Purchase Intention

Purchase intention is often used to analyze consumer behavior. Before making a purchase, consumers typically gather information about products based on personal experiences or information from their environment. Once information is collected, consumers begin evaluating products, making comparisons, and ultimately deciding whether or not to make a purchase. Purchase intention is closely related to consumer purchasing decisions; it predicts the likelihood of someone engaging in buying behavior. According to Sumarwan (2011), intention is the strong inclination or desire of an individual to perform a specific behavior. Intention indicates how strong an individual's desire

is to carry out a behavior; in other words, the stronger the desire, the greater the likelihood that the behavior will be realized.

According to Bosnjak et al. (2006), purchase intention is a strong tendency and desire that drives individuals to buy a product. Meanwhile, according to L. G. Schiffman & Wisenblit (2015), purchase intention is often referred to as the conative component of attitude related to consumers' likelihood of purchasing a particular product. Schiffman & Kanuk (2013) state that purchase intention indicates the extent to which people are willing to buy. It also measures the willingness of an individual to make a purchase. Purchase intention is closely linked to ongoing purchasing behavior. Based on the views of several experts above, it can be concluded that intention is the inclination or desire of individuals or consumers to engage in a specific behavior.

Schiffman & Kanuk (2008) explain the indicators of purchase intention, and these components can be described as follows:

1. Interested in seeking information about the product

Consumers whose needs are stimulated will be driven to seek more information. Initially, this involves light information seeking (attention reinforcement). At this level, consumers are simply more aware of product information. Second, actively seeking information includes reading materials, asking friends, or visiting stores to learn about specific products.

2. Considering making a purchase

Through information gathering, consumers learn about competing brands and their features. They evaluate their choices and begin to consider purchasing a product.

3. Interested in trying

After attempting to meet their needs and learning about competing brands and features, consumers seek specific benefits from product solutions and evaluate these products. This evaluation is considered a cognitive-oriented process. It means consumers are consciously and rationally assessing a product, sparking interest in trying it.

4. Wanting to know the product

Consumers view products as a set of attributes with varying abilities to provide the benefits they seek to meet their needs.

5. Wanting to own the product

Consumers pay close attention to attributes that provide the desired benefits. They make decisions about products through attribute evaluation and form intentions to purchase or own the preferred product.
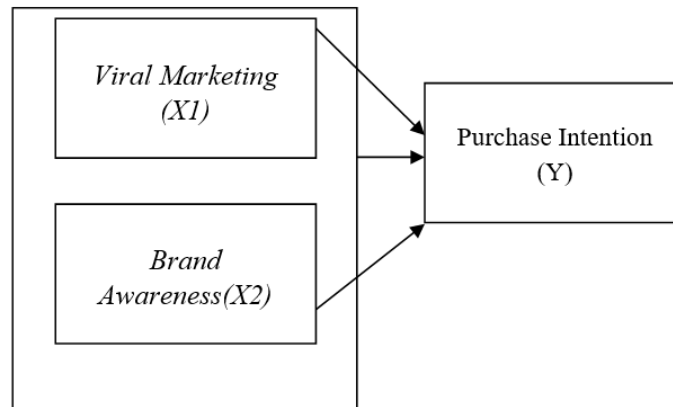
Research Model

Figure 1. Conceptual Framework

In a study conducted by Dumatri et al. (2021), it was found that viral marketing and brand awareness have a positive influence on Purchase Intentions for Burger King products in Indonesia. Based on these findings, the researchers formulated the following hypotheses:

H1: Viral Marketing has a positive influence on purchase intentions of Mixue consumers in Malang.

H2: Brand Awareness has a positive influence on purchase intentions of Mixue consumers in Malang.

H3: Viral Marketing and Brand Awareness jointly have a positive influence on Purchase Intentions.

METHODOLOGY

The type of research used in this study is quantitative research. Quantitative research is systematic, planned, and clearly structured from the beginning to the design phase. Quantitative data, based on positivistic principles (concrete data), consists of numerical data measured using statistical tools for calculation, relating to the issues studied to produce a conclusion. This study uses two types of variables: independent variables and a dependent variable. The independent variables influence the dependent variable. The dependent variable is affected by the independent variables, creating a cause-and-effect relationship. The variables used in this study are:

1. Independent Variable (X1) = Viral Marketing
2. Independent Variable (X2) = Brand Awareness
3. Dependent Variable (Y) = Purchase Intentions

The population refers to the general area consisting of objects/subjects that have certain quantities and characteristics determined by the researcher for study and conclusion (Sugiyono, 2019). The population in this study consists of Mixue consumers in Malang City. The sample is a portion of the population's quantity and characteristics. Therefore, the sample taken must be truly representative (Sugiyono, 2019). This study will use probability sampling. According to Sugiyono (2019), probability sampling is a sampling technique that gives each member of the population an equal chance of being selected as a sample member.

The probability sampling technique used in this study is simple random sampling, which involves selecting sample members from the population at random without considering the existing strata within that population (Sugiyono, 2019). This sampling method was chosen to reduce bias or favoritism towards specific population members and to determine the standard error in the study. The research sample in this study consists of Mixue consumers with the following criteria:

1. Residing in Malang
2. Have seen Mixue content
3. Have purchased Mixue products

The data collection technique used in this study is a questionnaire distributed to Mixue customers residing in Malang who have seen Mixue content. A questionnaire is a data collection method that involves providing a set of written questions or statements to respondents for them to answer (Sugiyono, 2019). The measurement technique used is the Likert Scale. The questionnaire was distributed via Google Forms to facilitate reach. According to Sugiyono (2019), the Likert Scale is used to measure attitudes, opinions, and perceptions of an individual or group about social phenomena. Each response option is assigned a score, requiring respondents to either agree (positively support the statement) or disagree (not support the statement).

RESEARCH RESULT
Validity Testing

Table 4.2 The Result of Validity Testing

No	Variable	Question	R count	Sign	R table	Description
1	*Viral Marketing*	X1.1	0,628	>	0,3610	Valid
		X1.2	0,697	>	0,3610	Valid
		X1.3	0,804	>	0,3610	Valid
		X1.4	0,774	>	0,3610	Valid
		X1.5	0,693	>	0,3610	Valid
2	*Brand Awareness*	X2.1	0,797	>	0,3610	Valid
		X2.2	0,705	>	0,3610	Valid
		X2.3	0,502	>	0,3610	Valid
		X2.4	0,687	>	0,3610	Valid
3	Purchase Intention	Y1.1	0,777	>	0,3610	Valid
		Y1.2	0,546	>	0,3610	Valid
		Y1.3	0,556	>	0,3610	Valid
		Y1.4	0,711	>	0,3610	Valid
		Y1.5	0,580	>	0,3610	Valid

Source: Data Processing Result (2024)

In this study, validity testing was conducted using the SPSS application. Validity testing began with a pilot test, distributing questionnaires to 255 respondents. From Table 4.2 of the validity testing results, 14 items were deemed valid as they met the decision-making criteria with values exceeding 0.3610.

Reliability Testing

Table 4.3 The Result of Reliability Testing

Variable	Cronbach's Alpha	Sign	R Table	Criteria
Viral Marketing	0,865	>	0,5	Reliable
Brand Awareness	0,758	>	0,5	Reliable
Purchase Intention	0,762	>	0,5	Reliable

Source: Data Processing Result (2024)

Reliability testing was conducted by initially conducting a pilot test by distributing questionnaires to 255 respondents. From the results of the reliability testing conducted by the researcher using SPSS, all three variables had Cronbach's Alpha values exceeding 0.5, as seen in Table 4.3. Therefore, all three variables are deemed reliable.

Normality testing

Table 4.4 The Result of Normality testing
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		255
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.46786813
Most Extreme Differences	Absolute	.091
	Positive	.050
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.150[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data Processing Result (2024)

Normality test aims to determine whether in the regression model, the disturbance variable or residual follows a normal distribution or not. From Table 4.4, the results of the normality test indicate acceptance because the One-Sample Kolmogorov-Smirnov Test yielded a significance value of 0.150 > 0.05. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Testing

Table 4.5 Results of Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF

ScoreX1	0,470	2,126
ScoreX2	0,470	2,126

Source: Data Processing Result (2024)

Table 4.6 Tolerance Test Results of Multicollinearity

Model	Tolerance	Sign	Value
ScoreX1	0,470	>	0,10
ScoreX2	0,470	>	0,10

Source: Data Processing Result (2024)

Tabel 4.6 The decision result of VIF Multicollinearity

Model	VIF	Sign	Value
ScoreX1	2,126	<	10
ScoreX2	2,126	<	10

Source: Data Processing Result (2024)

Based on the tolerance values and VIF scores found in tables 4.5 and 4.6, none of the tolerance values are below 0.10, and there are also no VIF values above 10. This indicates the absence of multicollinearity.

Heteroskedasticity Testing

Table 4.7 Results of Heteroskedasticity Testing

Spearman's rho			Unstandardized Residual
	ScoreX1	Correlations Coefficient	0,036
		Sig. (2-tailed)	0,568
		N	255
	ScoreX2	Correlations Coefficient	0,49
		Sig. (2-tailed)	0,431
		N	255

Source: Data Processing Result (2024)

Table 4.8 Decision Result of Heteroskedasticity Testing

		Unstandardized Residual	Sign	Value
ScoreX1	Sig. (2-tailed)	0,568	>	0,05
ScoreX2	Sig. (2-tailed)	0,431	>	0,05

Source: Data Processing Result (2024)

Based on the results in table 4.8, the significance values for all four variables are greater than 0.05, thus indicating no heteroskedasticity issue.

Hypothesis Testing

Table 4.9 Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.504	.173		2.918	.004
	ScoreX1	.437	.053	.459	8.302	.000
	ScoreX2	.432	.060	.399	7.211	.000
a. Dependent Variable: ScoreM1						

Source: Data Processing Result (2024)

In table 4.9, it can be observed that the variable with the greatest influence is Variable X1 (viral marketing). This is evident from the beta coefficients where X1 has a value of 0.437, which is slightly higher than the beta coefficient of X2, which is 0.432. Therefore, it is concluded that the most influential variable is X1 (viral marketing), consistent with the theory proposed by Agresti (2021).

Table 4.10 The results of the Multiple Linear Regression Analysis

	Result	Sign	Value	Decision
ScoreX1	0,000	<	0,05	Accepted
ScoreX2	0,000	<	0,05	Unaccepted

Source: Data Processing Result (2024)

Based on the SPSS data processing in Table 4.9, the sig values for X1 and X2 are less than 0.05, thus rejected and accepted, indicating a significant influence of viral marketing and brand awareness on the purchase intention of Mixue beverage products in Malang.

Coefficient of Determination Testing

Table 4.11 The Results of Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798	0.637	0.634	0.46972

Source: Data Processing Result (2024)

The coefficient of determination test results in Table 4.11 indicate that 63.7% of purchase intention is influenced by viral marketing and brand awareness, with the remaining 36.3% influenced by other factors.

DISCUSSION

The Influence of Viral Marketing (X1) on Purchase Intentions

Based on the research results, the hypothesis on the variable of viral marketing is accepted. This indicates that viral marketing has a significant influence on consumer purchase intentions. The importance of viral marketing in changing consumer purchase intentions can be explained by the phenomenon where technology and internet accessibility have transformed how consumers seek information, interact, and make purchasing decisions. The advancement of

technology has fundamentally changed the marketing landscape, where consumers are not only objects but also active subjects in the marketing process. Social media, as one of the main tools in viral marketing, allows information and content about products and services to spread quickly among potential consumers, reaching a wide and diverse audience.

Additionally, advanced technology allows consumers to directly obtain references and information about products and services, including promotions and reviews from other users. This makes viral marketing an effective promotional tool in influencing consumer purchase intentions due to its ability to quickly affect consumer perceptions and preferences. Therefore, the conclusion from the study indicates that the use of viral marketing can positively contribute to marketing efforts to increase consumer purchase intentions, especially in the increasingly connected and fast-moving digital market of today. This aligns with research conducted by Saripudin et al. (2022), which states that viral marketing influences consumer purchase intentions.

The Influence of Brand Awareness (X2) on Purchase Intentions

Based on the research findings, it can be concluded that brand awareness has a significant impact on consumer purchase intentions. High levels of brand awareness tend to reduce risk and uncertainty in purchasing because consumers feel more confident and trust the quality and benefits of well-known products. This study's results are consistent with the findings reported by Nurhayati & Ariani (2023), which indicate that increasing brand awareness is significantly associated with an increase in consumer purchase intentions. This confirms that efforts to enhance brand awareness through viral marketing are an effective strategy for influencing consumer purchasing behavior. Therefore, it is important for Mixue to continue managing and increasing their brand awareness through various marketing strategies, especially by using viral marketing and leveraging digital technology. This approach not only helps in boosting sales directly but also in building long-term relationships with consumers and strengthening the brand's position in the market.

The Influence of Viral Marketing (X1) and Brand Awareness (X2) on Purchase Intentions

Based on the research findings, it can be concluded that viral marketing and brand awareness have a significant impact on consumer purchase intentions for Mixue in Malang. The data analysis shows that the variables of viral marketing and brand awareness together influence the purchase intentions of Mixue consumers in Malang. This is evident from the significance value of the F-test and the R-squared value in the determination coefficient test. The research is supported by the notion that increasing viral marketing and brand awareness effectively will help the company attract consumers to have purchase intentions (Dumatri et al., 2021). Consumers are more likely to decide to purchase Mixue products in Malang if they are influenced by Mixue's viral marketing and brand awareness efforts.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data analysis and discussion, it can be concluded that:

1. Viral marketing significantly and positively influences consumer purchase intentions for Mixue in Malang. Higher levels of viral marketing increase consumer purchase intentions for Mixue in Malang.
2. Brand awareness significantly and positively influences consumer purchase intentions for Mixue in Malang. Higher levels of brand awareness increase consumer purchase intentions for Mixue in Malang.
3. Viral marketing and brand awareness together significantly influence consumer purchase intentions for Mixue in Malang. Higher levels of viral marketing and brand awareness increase consumer purchase intentions for Mixue in Malang.

Based on the results of this study, it is recommended that Mixue in Malang continue to enhance its viral marketing and brand awareness strategies to boost consumer purchase intentions. Given the significant positive impact of these two factors, Mixue should focus on innovative and effective marketing campaigns that can widely attract consumer attention and increase brand awareness. A strong strategy in viral marketing and brand awareness improvement has proven effective in increasing Mixue product sales in Malang, making it essential to continuously optimize this approach for sustainable business success.

ADVANCED RESEARCH

For future research, it is recommended to examine the influence of other factors such as product quality, price, and service on the purchase intentions of Mixue consumers in Malang. This study can broaden the understanding of the factors that affect consumer purchasing decisions. Additionally, subsequent research can explore the mediating and moderating roles of these variables and consider demographic and behavioral differences to gain deeper and more relevant insights for Mixue's marketing strategies in Malang.

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