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## The Influence of Viral Marketing and Product Quality on Purchase Decision on Contemporary Foods, Sang Pisang

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### ABSTRACT

This study aims to find out the effect of Viral Marketing on Purchase Decisions for the current food Sang Pisang in Cempaka mas. The second is to determine the effect of product quality on purchasing decisions for Sang Pisang contemporary food in Cempaka Mas. The third is to find out the effect of Viral Marketing and Product Quality on Purchase Decisions for the current Sang Pisang food in Cempaka Mas. This research uses a quantitative approach. The data collection used by researchers is through a questionnaire. The population in this research are people who know Sang Pisang products. Determination of the sample used is a non-probability sampling technique with purposive sampling method. The sample used was 162 respondents with the criteria of respondents coming from consumers who had bought Sang Pisang products. Based on the research that has been done, the researcher can conclude that the Viral Marketing Variable separately (partially) influences purchasing decisions. Product quality variables separately (partially) influence purchasing decisions. Viral marketing variables (X1) and product quality (X2) simultaneously influence purchasing decisions (Y)

## INTRODUCTION

Food is a basic need for living things that must be fulfilled, so that living things, especially humans, can survive. So that culinary is always the *prima donna* for anyone, ranging from traditional, modern and experimental food so that many new businesses emerge in the culinary field because the opportunities are endless.

Indonesia's creative economy currently has sixteen sub-sectors developed by MSMEs, one of which is culinary. According to the Bekraf website in 2016, the Culinary sub-sector was the highest business sub-sector, namely 41.40%.

Sang Pisang is a creative economy that focuses on the culinary subsector. Sang Pisang serves bananas as its main dish which is served in Banana Nuggets with various toppings. Sang Pisang promotes its products through Twitter and Instagram social media. Through this media, the company hopes to attract consumers to decide to buy products from Sang Pisang.

At this time online business is very promising, especially with the support of various marketing methods that can generate significant profits. One of the most frequently used marketing techniques is viral marketing. This marketing technique is very suitable for use in today's digital era. The concept of viral marketing is almost identical to word of mouth marketing, or you could say it is a method of spreading information to consumers through words (Turban et al., 2018).

In addition, businesses must pay attention to product quality. Because Sang Pisang has very many competitors, this requires it to maintain and improve product quality. According to (Kotler & Armstrong, 2012: 90) said that product quality is a potential strategic weapon to beat competitors.

In accordance with the explanation of the phenomena described above, the researcher sets the research objectives. The first is to find out the effect of Viral Marketing on Purchase Decisions for the current food Sang Pisang in Cempaka mas. The second is to determine the effect of product quality on purchasing decisions for Sang Pisang contemporary food in Cempaka Mas. The third is to

find out the effect of Viral Marketing and Product Quality on Purchase Decisions for the current Sang Pisang food in Cempaka Mas.

## METHODS

This research uses a quantitative approach. The data collection used by researchers is through a questionnaire. The population in this research are people who know Sang Pisang products. Determination of the sample used is a non-probability sampling technique with purposive sampling method. The sample used was 162 respondents with the criteria of respondents coming from consumers who had bought Sang Pisang products. Respondents gave their assessments and opinions with a Likert scale of 1-5. The answers from the questionnaire are the source of the researcher's data which are then processed using a data analysis tool, namely SPSS Version 25.

## RESULTS

In this study there were 162 questionnaires containing 3 variables with 162 respondents. One way to find out which questionnaires are valid and which are invalid, we have to find the *r* table first. The formula for *r* table is  $df = N-2$  so  $162-2 = 160$  with a significance level of 0.05, so *r* table  $160:0.05 = 0.154$ . From the results of calculating the validity test through SPSS, all questionnaires were declared valid because the value of *r* count > *r* table.

According to the results of the reliability test on the Viral Marketing variable, it shows that Cronbach's alpha is  $0.700 > 0.60$ . Furthermore, the results of the product quality variable test showed that Cronbach's alpha was  $0.927 > 0.60$ . Then there are the results of the purchase decision variable test showing that Cronbach's alpha is  $0.879 > 0.60$ . From the results of the reliability test for all of these variables, it can be concluded that all statements on all of these variables are stated to be reliable or can be trusted.

A linear regression model can be called a good model if the model fulfills several classic assumptions, namely the residual data is normally distributed, there is no multicollinearity and heteroscedasticity. The results of the normality test in this study used the Kolmogorov-Smirnov Test to

see whether the data was normally distributed or not. If the Asymp. Sig, (2 tailed) in the Kolmogorov-Smirnov Test is greater than  $\alpha$  (0.05) so the data is normally distributed and vice versa. From the test results it is known that the value of Asymp. Sig, (2 tailed) is 0.106. With Asymp value. Sig, (2 tailed) is greater than  $\alpha$  (0.05) means that the residual data in this study is normally distributed.

The multicollinearity test results in this study showed that the Viral Marketing variable and product quality variable both had a tolerance value of 0.390 and a VIF value of 2.562. This value means that the tolerance value of the two variables is  $> 0.1$  and the VIF value of the two variables is  $< 10$ . So this means that in the regression equation there is no correlation between the independent or multicollinearity-free variables, so that all of these independent variables can be used in research.

Then there are the results of the heteroscedasticity test in this study using the Glejser test indicating that the Viral Marketing variable has a Sig value. 0.086, and the Product Quality variable has a Sig value. 0.836. The two independent variables have Sig values.  $> 0.05$ . Then this means indicating that all independent variables do not occur heteroscedasticity in the regression model in this study.

The resulting multiple linear regression equation explanation is a constant value of -3.817. This means that if the Viral Marketing and Product Quality variables have a value of 0, then the value of the Purchase Decision is -3.817. The regression coefficient of the Viral Marketing variable is 0.282. This means that if the Viral Marketing variable increases by 1, then the purchase decision will increase by 0.282. Product quality variable regression coefficient of 0.420. This means that if the product quality variable increases by 1, then the purchase decision will increase by 0.420. Based on the results of the coefficient of determination test, it can be seen that the Adjusted R square value is 0.619 or equal to 61.9%. This shows that the percentage of influence of the independent variables (Viral

Marketing and Product Quality) on the dependent variable (Purchase Decision) is 61.9%.

The results of the T test show that the Viral Marketing variable (X1) has a t-count value of 2.127 which is greater than the t-table of 1.975. So that the Viral Marketing partial test (X1) has an effect on purchasing decisions. This is supported by a sig value below 0.05, which is 0.035.

Product quality variable (X2) has a t-count value of 8.400 greater than t-table 1.975. So that the partial test of product quality (X2) has an effect on purchasing decisions. This is supported by a sig value below 0.05, which is 0.000. The results of the F test obtained an F-count of 131.945 with a Sig level of 0.000 and an F-table value of 3.05. Then F-count (131.945)  $>$  F-table value (3.05) and Sig value 0.000  $<$  0.05. That is, the Viral Marketing and Product Quality variables simultaneously (together) influence the purchase decision, so that  $H_0$  is rejected and  $H_a$  is accepted.

Based on the results of the Mean test on the Viral marketing variable, which got the highest Mean value of 4.04, namely "I am interested in Sang Pisang products because the delivery of information uses up-to-date content". This shows that the delivery of product information will be easier to accept, understand and become an attraction for consumers through trending content. Because trend development greatly influences consumer behavior to buy a product. However, there is the lowest mean of 3.70, namely "I am interested in buying Sang Pisang because the owner is the son of the president (Kaesang Pangarep)". So companies should work more with influencers or public figures who can influence purchasing decisions so as to increase consumer appeal.

Furthermore, the results of the Mean test on the product quality variable which obtained the highest Mean value of 4.22, namely "Sang Banana Products have an appetizing aroma". This shows that the aroma of the Banana is very appetizing. Because aroma affects the perception of taste felt by consumers. However, there is the lowest Mean value of 3.70, namely "Toppings for Sang Banana products are durable". So the company should improve

product quality, especially the toppings so that they can last a long time, such as the coco crunch topping, which doesn't get tough or the jam topping ticks hard. It is intended that consumers can enjoy the product.

Then there is the Mean test result on the Purchase Decision variable which gets the highest Mean value of 4.11, namely "I bought the Sang Pisang product because it has the topping variant that I like". This indicates that the company already has topping variants that suit consumers so that the company can further innovate product toppings. However, there is the lowest Mean value of 3.30, namely "After I knew the quality of Sang Pisang, I never bought similar products elsewhere." So the company must improve product quality because if the product quality is good, it is likely that consumers will repurchase the product. It's like using fresh bananas and the ripeness level is determined, using high-quality ingredients.

## DISCUSSION

Based on the results of the analysis that has been carried out by researchers, it can be concluded that Viral marketing has a significant effect on Purchase Decisions. This is based on the results showing that Viral marketing has a t-count value of 2.127 with a Sig. 0.035. This is in line with research (Nggilu et al., 2019) which states that viral marketing has a positive and significant effect on purchasing decisions. This is in accordance with the opinion (Philip Kotler & Armstrong, 2018: 45) which states that viral marketing is word of mouth marketing with the internet version, this is closely related to creating messages or marketing that is contagious, so customers want to convey it to their friends.

Furthermore, there are results of the analysis which can be concluded that product quality has a significant effect on purchasing decisions. This is based on the results showing that product quality has a t-count value of 8,400 with a Sig. 0.000. This is in line with research (Joshua & Padmalia, 2016: 30) which explains that product quality has a significant and positive effect on consumer purchasing decisions. According to (Philip Kotler & Keller, 2011: 49) suggests that quality is the overall characteristics or

characteristics that affect the ability of a product or service to satisfy and fulfill stated or implied needs.

Finally, there are the results of the analysis which can be concluded that Viral Marketing and Product Quality simultaneously have a significant effect on Purchasing Decisions. This is based on the results showing that Viral Marketing and Product Quality have an f-count value of 131.945 with a Sig value. 0.000. This agrees with research (Susilowati, 2018) which states that viral marketing has a significant effect on purchasing decision variables. And this research is in accordance with research (Rosanti & Salam, 2021) which says product quality has a positive and significant effect on consumer purchasing decisions.

## CONCLUSION

Based on the research that has been done, the researcher can conclude that the Viral Marketing Variable separately (partially) influences purchasing decisions. Product quality variables separately (partially) influence purchasing decisions. Viral marketing variables (X1) and product quality (X2) simultaneously influence purchasing decisions (Y).

The research advice given to further researchers is to increase the number of similar research references from various existing sources. Increase the number of samples to make the data obtained more accurate and interpretable. Strive for a longer time so that the questionnaires distributed get more respondents. Reducing statements that have similar meanings so that respondents do not feel awkward when filling out the questionnaire.

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