

The Influence of Viral Marketing and Sales Promotion on Purchase Decisions on Shopee

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ABSTRACT

As time progresses, modern marketing has begun utilizing electronic media and more advanced platforms, commonly known as digital marketing. The emergence of digital marketing has gradually transformed consumer shopping habits, making online shopping through e-commerce more prevalent. The marketing techniques commonly used by e-commerce platforms in digital marketing include viral marketing and sales promotion. One of the e-commerce platforms with the highest number of users in Indonesia is Shopee. The purpose of this study was to determine the description of viral marketing, sales promotion and purchasing decisions on Shopee. To determine the effect of viral marketing, and sales promotion on purchasing decisions on Shopee. The research method used is simple linear regression analysis using SPSS 25 Software. The results of the study showed that the average frequency distribution score of respondents' answers for the viral marketing variable was 336.44, categorized as high. The sales promotion variable had an average score of 339.4, also categorized as high, while the purchase decision variable had an average score of 342, categorized as high. The results of the study indicate a positive and significant influence of the viral marketing variable (X1) on purchase decisions on Shopee, with a significance value of $0.000 < 0.05$, and the sales promotion variable (X2) with a significance value of $0.002 < 0.05$. The viral marketing and sales promotion variables influence purchase decisions on Shopee by 76.5%, while the remaining 23.5% is influenced by other variables not included in this study. It is recommended that Shopee increase its product stock to enhance customer purchase decisions.

Keywords: *Viral Marketing, Sales Promostion, Purchasing Decision*

Introduction

One of the largest e-commerce companies in Indonesia that has a distinctive uniqueness in its business operations is Shopee. Based on a survey conducted by Goodstats in 2023, Shopee ranked as the second most widely used e-commerce platform in Indonesia, with a percentage of 39%. In addition, data from iPrice Insight shows that active Shopee users increased consistently between 2019 and 2023, with an average growth rate of 28.96%. This indicates that Shopee continues to demonstrate its existence as a popular and highly demanded e-commerce platform.

The consumer purchase decision process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Purchase decisions can be influenced by several factors, two of which are viral marketing and sales promotion. When a product becomes widely recognized through strategies that maximize these factors, it is highly likely to stimulate consumer desire to own and purchase the trending product (Fawzi, 2022:84).

The emergence of digital marketing has gradually transformed people's shopping habits into online-based activities. Consumers no longer need to visit shopping centers, since almost all needs can be met through e-commerce. As stated by Wardana (2023:372), e-commerce is a

platform where transactions between buyers and sellers take place electronically, enabling companies to buy and sell various products to other companies using computers as intermediaries for their business transactions.

At present, the generations that have significant influence and are highly engaged in online shopping activities are Generation Z and Millennials. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), 85% of e-commerce transactions are made by users aged 18–35 years, with a tendency to purchase fashion and beauty products. Meanwhile, internet usage in Indonesia is also largely dominated by users aged 10–24 years, who belong to Generation Z and Generation Y. Individuals aged 18–35 years are generally university students or young professionals, who are categorized as Millennials and Generation Z.

Shopee, as the second most popular e-commerce platform with a 36% usage rate (GoodStats Survey, 2023), has consistently shown growth. According to iPrice Insight (2023), Shopee's active users steadily increased between 2019 and 2023, with an average growth rate of 28.96%. In 2023, the number of Shopee users in Indonesia reached 12,133,000.

Shopee frequently employs various viral marketing strategies in promoting its products. Some real-life examples include Shopee challenges, the Shopee affiliate system, the use of hashtags and creative video challenges, and collaborations with influencers to promote products, making them go viral. In addition, Shopee offers highly competitive promotions and discounts, including daily campaigns such as "Flash Sale" and "Free Shipping." Loyalty programs such as "Shopee Coins" also provide cashback and exclusive offers to loyal customers. With a wide range of products and payment options, Shopee has become increasingly convenient to use.

The use of celebrities or influencers in promoting products also encourages consumers to purchase them. The more influencers that promote a product, the more viral it becomes, increasing consumers' desire to own it. However, viral marketing does not always guarantee product quality. Consumers often end up disappointed by products that fail to meet expectations, due to misleading promotions and marketing hype.

A preliminary survey conducted among 16 students of the Management Study Program, Faculty of Economics, Batanghari University, revealed that all respondents—representing Generation Z—had the Shopee application installed on their phones. Fourteen of them were active Shopee shoppers, purchasing both primary necessities and leisure items. According to these students, Shopee provides unique and viral products that attract attention, along with discounts on special dates that further stimulate purchases. However, they also expressed concerns regarding product quality, such as disproportionate sizing, thin materials, or items that differ from their online photos. Despite these drawbacks, Shopee remains their favorite online shopping application.

Based on the above explanation, the author is interested in conducting research entitled: "The Influence of Viral Marketing and Sales Promotion on Purchase Decisions on Shopee (A Case Study of Students of the Faculty of Economics, Batanghari University)."

Theoretical Framework

Management

Management is generally defined as the art of organizing, which involves processes, methods, and actions such as planning, organizing, directing, and controlling/supervising,

carried out to determine and achieve goals effectively and efficiently through others (Hamid, 2023:27). The key elements that form management activities consist of: men, materials, machines, methods, money, and market. These six elements each serve specific functions and interact with one another in achieving organizational goals, particularly in the process of attaining objectives effectively and efficiently.

Marketing Management

Marketing management is a business technique that encompasses activities prepared to design, set prices, and distribute products, services, and ideas that meet the needs of the target market in order to achieve company objectives (Tjiptono, 2029:34). According to Kotler and Armstrong (2008:65), marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers.

Service Marketing Management

Service management is an overall approach undertaken by companies to ensure the achievement of service quality as expected by consumers, serving as the main driving factor in business operations (Manap, 2023:8).

Service Marketing Mix

The marketing mix is a set of marketing tools used by companies to continuously achieve their marketing objectives in a target market. The traditional marketing mix concept consists of the 4Ps: product, price, promotion, and place. Meanwhile, for service marketing, the mix needs to be expanded to include three additional elements: people, process, and physical evidence, making a total of 7Ps (Kotler and Keller, 2009:119).

Sales Promotion

Sales promotion is a direct method to encourage consumers to purchase products. This promotion can take the form of discounts or bonuses when consumers buy certain products. Generally, it emphasizes short-term impact, such as dramatizing the company's offerings to boost sales during sluggish periods (Firmansyah, 2020:61).

Sales promotion indicators according to Kotler & Keller (in Reken et al., 2024) include:

- a. Promotion frequency
- b. Promotion quality
- c. Promotion quantity
- d. Promotion timing
- e. Accuracy or appropriateness of the promotion target

Viral Marketing

According to Rimbasari (2023:459), viral marketing refers to a phenomenon that becomes a widely discussed topic and is then utilized by marketers as part of a strategy, enabling the intended message to spread quickly within a short period of time.

Indicators of viral marketing according to Rheee'Q&VHL (in Fawzi, 2022:88–89) include:

- a. The media and individuals who deliver the campaign message, requiring a wide and trustworthy social network, as well as accessible media for everyone.
- b. The message or invitation being campaigned must be easy to remember and persuasive enough to encourage participation.
- c. A supportive environment and appropriate timing to launch the viral marketing program.

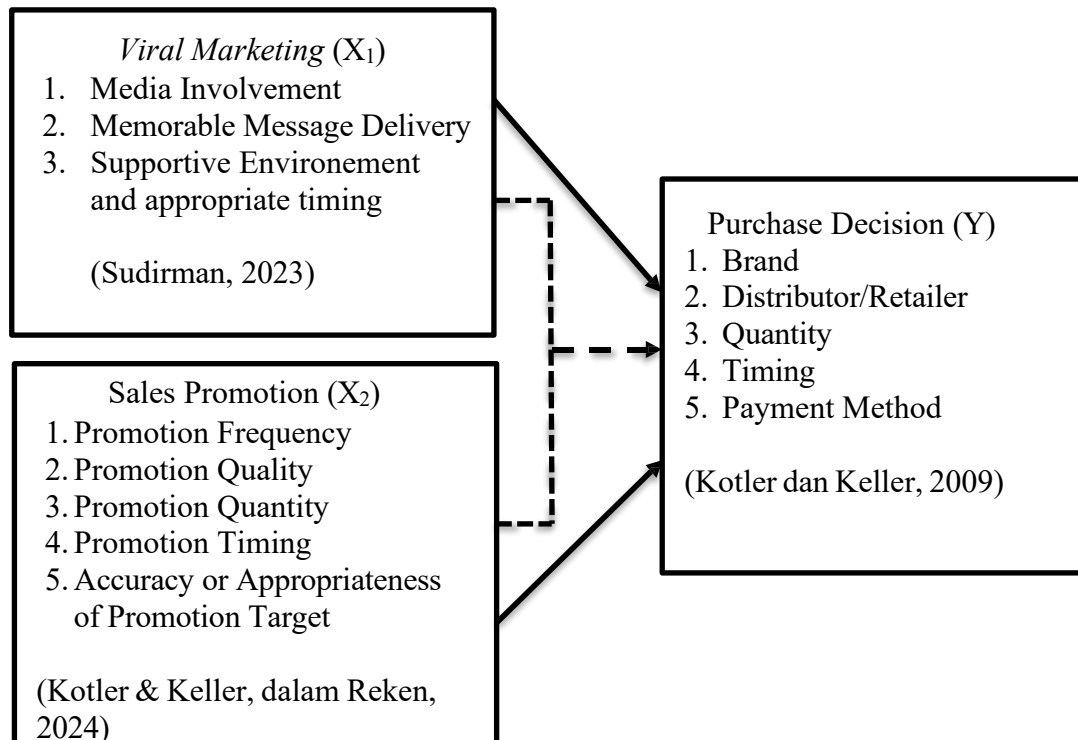
Purchase Decision

A purchase decision is part of consumer behavior, which is the study of how individuals, groups, and organizations select, purchase, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2009:103). The purchase decision process consists of five stages carried out by consumers before making a purchase decision and afterward in the post-purchase stage. This indicates that consumer purchasing activities begin long before the actual purchase action and continue with consequences after the purchase.

Purchase decision indicators according to Kotler (2009:188) include:

1. **Brand** – Companies must understand how consumers choose a brand based on trust and popularity.
2. **Distributor/Retailer** – Consumers may have different considerations in choosing sellers, such as proximity of location, lower prices, complete product availability, ease of access, and stock availability.
3. **Quantity** – Companies must prepare product quantities according to the varying needs of buyers.
4. **Timing** – Consumers may differ in purchase frequency, such as monthly, quarterly, semi-annually, or annually.
5. **Payment Method** – Consumers consider the efficiency of payment methods that are easy to use so that transactions can be carried out without significant obstacles.

Conceptual Framework



= Partially

= Simultaneously

Research Method

The research method used in this study is a **descriptive and quantitative method**. Quantitative research is designed to examine the possible causal relationships between variables (Sugiyono, 2019:2). In this study, the independent variables are **viral marketing** and **sales promotion**, while the dependent variable is **purchase decision on Shopee**.

The primary data in this research were obtained from respondents through questionnaires distributed to students of the Faculty of Economics, Batanghari University in 2023, who are Shopee consumers. The sampling technique employed in this study is **random sampling**. Using the **Slovin formula**, the total sample obtained was **92 respondents**.

Discussion

Multiple Linear Regression Test

Based on the results of the analysis using the SPSS program, the results of the multiple linear regression analysis are as follows:

Coefficients ^a								
Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistics		
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1 (Constant)	2.389	2.776		.861	.392			
Viral Marketing	1.065	.141	.647	7.577	.000	.355	2.821	
Promosi Penjualan	.325	.103	.269	3.146	.002	.355	2.821	

a. Dependent Variable: Keputusan Pembelian

Based on the results of the SPSS analysis, the regression equation can be determined. The multiple linear regression equation obtained is as follows:

$$Y = 2,389 + 1,065 (\text{Viral Marketing}) + 0,325 (\text{Sales Promotion})$$

t-Test

The t-test is intended to examine partially whether the effect of each independent variable (X) on the dependent variable (Y) is significant or not. The results of the t-test are presented in the following table:

Coefficients ^a								
Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistics		
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1 (Constant)	2.389	2.776		.861	.392			
Viral Marketing	1.065	.141	.647	7.577	.000	.355	2.821	
Promosi Penjualan	.325	.103	.269	3.146	.002	.355	2.821	

a. Dependent Variable: Keputusan Pembelian

The table above shows that the significance value of the **Viral Marketing** variable is **0.000**, and the significance value of the **Sales Promotion** variable is **0.002**. These results indicate that both Viral Marketing and Sales Promotion have a positive and significant effect on Purchase Decisions on Shopee, since **0.000 < 0.05** and **0.002 < 0.05**.

Furthermore, based on the results of the t-test, the calculated t-value is **1.66177**, which is greater than the t-table value of **1.660**. Therefore, **H₀ is rejected** and **H_a is accepted**.

F-Test

The F-test is conducted to determine whether all independent variables (Viral Marketing and Sales Promotion) simultaneously influence the dependent variable (Purchase Decision). The results of the F-test are presented in the following table:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2809.027	2	1404.514	148.955	.000 ^b
	Residual	839.190	89	9.429		
	Total	3648.217	91			

- a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Promosi Penjualan, Viral Marketing

Based on the table above, it is known that the calculated F-value is **148.955**, compared to the F-table with $\alpha = 0.05$, $df_1 = 2$ and $df_2 = n - k - 1 = 92 - 2 - 1 = 89$, which is **3.10**. This shows that the calculated F-value (**148.955**) > F-table (**3.10**). This means that the variables **Viral Marketing** and **Sales Promotion** simultaneously have a significant effect on **Purchase Decisions**.

Coefficient of Determination (R² Test)

To determine the extent to which the independent variables influence the dependent variable as a whole, the results can be seen in the **Model Summary** table below:

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.877 ^a	.770	.765	3.071	1.875

- a. Predictors: (Constant), Promosi Penjualan, Viral Marketing
b. Dependent Variable: Keputusan Pembelian

Based on the table above, the Adjusted R Square value obtained is **0.765** or **76.5%**. This means that the independent variables (Viral Marketing and Sales Promotion) influence the dependent variable (Purchase Decisions on Shopee) by **76.5%**, while the remaining **23.5%** is influenced by other variables not included in this study.

Overview of Viral Marketing, Sales Promotion, and Purchase Decisions on Shopee

Overall, the **Viral Marketing** variable with three indicators obtained an average score of **336.44**, which is categorized as high. The **Sales Promotion** variable with five indicators obtained an average score of **339.4**, also categorized as high. Meanwhile, the **Purchase Decision** variable with five indicators obtained an average score of **342**, which is also categorized as high.

The Influence of Viral Marketing, Sales Promotion, and Purchase Decisions on Shopee

Based on the t-test results, the Viral Marketing variable shows a significance value of $0.000 < 0.05$ and the Sales Promotion variable shows a significance value of $0.002 < 0.05$, both with positive coefficients toward Purchase Decisions on Shopee. The regression coefficient value obtained is **0.765**. Furthermore, the F-test results show a significance value of $0.000 < 0.05$, with F-calculated (**148.955**) > F-table (**3.10**). This indicates that **Viral Marketing and Sales Promotion have a positive and significant effect on Purchase Decisions**, both partially and simultaneously.

Conclusion

1. The **Viral Marketing** variable obtained an average score of **336.44**, categorized as high. The **Sales Promotion** variable obtained an average score of **339.4**, also categorized as high, while the **Purchase Decision** variable obtained an average score of **342**, categorized as high.
2. The results of the **F-test** indicate that Viral Marketing and Sales Promotion jointly have a significant effect on Purchase Decisions, with the calculated F-value (**148.955**) > F-table (**3.10**). The coefficient of determination also shows that **76.5%** of Purchase Decisions are influenced by Viral Marketing and Sales Promotion, while the remaining **23.5%** is influenced by other variables not included in this study.
3. The results of the **t-test** show that both Viral Marketing and Sales Promotion have a positive and significant effect on Purchase Decisions, where the t-calculated value for Viral Marketing (**7.577**) and Sales Promotion (**3.146**) are greater than the t-table value (**1.66177**).

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