

THE INFLUENCE OF VIRAL MARKETING AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS



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Abstract

The development of digital technology has transformed consumer behavior in making purchasing decisions. Social media and e-commerce platforms have become the primary sources for obtaining product-related information, making viral marketing and online customer reviews crucial factors in the decision-making process. This study aims to analyze the influence of viral marketing and online customer reviews on consumer purchase decisions, both partially and simultaneously. A quantitative approach was employed using purposive sampling, with a total sample of 130 university students in Cirebon City who use the TikTok e-commerce platform. Data were collected through a Google Form questionnaire using a four-point Likert scale. Validity and reliability tests were conducted to ensure the accuracy of the research instruments, while data analysis involved normality tests, coefficient of determination, F-tests, and multiple linear regression analysis using SPSS. The findings indicate that viral marketing and online customer reviews significantly influence purchase decisions. Viral marketing enhances brand awareness and emotional appeal, whereas online customer reviews serve as a trustworthy source of information that strengthens consumer trust and purchase intention. These two factors complement each other in shaping consumer perceptions of a product or service.

Keywords: Viral Marketing, Online Customer Review, Purchase Decision, TikTok

INTRODUCTION

In the digital era, consumer behavior has undergone significant transformation, driven by the widespread use of social media and e-commerce platforms. Access to information about products and services has become more convenient through the internet. Two key elements influencing consumers' purchase decisions today are viral marketing and online customer reviews.

Viral marketing is a promotional strategy that utilizes engaging content to be widely disseminated through digital social networks. According to Kaplan and Haenlein (2021), this strategy significantly enhances brand reach, as content can spread rapidly through social interaction, sharing, and peer recommendations. By delivering relevant and emotionally resonant content, consumers not only become familiar with a product but are also encouraged to consider purchasing it.

Conversely, online customer reviews have become a primary source of information for consumers in making choices. Chen et al. (2022) state that online reviews offer social validation and shape perceptions of product quality. Positive reviews can build consumer trust, while negative reviews serve as warnings that may deter potential buyers. This underscores the importance of online reviews as a key factor in the decision-making process.

The combination of viral marketing and online reviews exerts a considerable influence on consumer purchasing behavior. Viral marketing enhances brand awareness and forms emotional perceptions, whereas customer reviews provide factual data that reinforce trust. Zhang et al. (2023) emphasize that purchase decisions are often driven by a blend of emotional and rational aspects, both of which can be simultaneously influenced by these two factors.

Nevertheless, companies face challenges in ensuring that their viral marketing strategies not only attract attention but also align with positive customer reviews. This study aims to examine the influence of these two factors on purchasing decisions in the digital age. By understanding their mechanisms of influence, companies can refine their digital marketing strategies to achieve more optimal results.

The objectives of this research are to analyze the influence of viral marketing on consumer purchasing decisions, the influence of online customer reviews on consumer purchasing decisions, and the simultaneous effect of both viral marketing and online customer reviews on consumer purchasing decisions.

LITERATURE REVIEW

Viral Marketing

Based on previous research, several factors that can influence purchasing decisions include viral marketing and store location (Tendean, 2020). The results of the study indicate that both viral marketing and store location have a positive and significant influence on purchasing decisions at McDonald's Manado.

According to research by Kolaka et al. (2016), viral marketing has a significant influence and positive relationship to customer trust. This study shows that viral marketing is effective in conveying messages, thereby increasing the popularity of products or services and building customer trust.

According to Glennardo (2016), viral marketing is a marketing strategy that utilizes advanced technology platforms to achieve marketing goals. Scarlett Whitening applies this

viral marketing concept through social media content that involves collaboration with brand ambassadors and influencers.

According to Kotler and Armstrong (2018), viral marketing is a digital marketing technique that utilizes the Electronic Word of Mouth (E-WOM) system. This technique involves creating videos, advertisements, and promotional content designed to go viral, to spread widely. This viral effect allows consumers to easily find the source of the content to then share more widely with their network.

According to Hamdani and Mawardi (2018), viral marketing is a marketing method through digital coverage that aims to meet marketing targets. This technique is applied by communicating gradually to a wider network, so that marketing messages can spread widely and effectively.

According to Widyarsih et al. (2023), viral marketing has a positive and significant continuity on consumer purchasing interest. This means that a well-designed viral marketing strategy can increase consumer interest in making purchases, either through delivering interesting, relevant messages or through the strong social influence of viral content. According to Elbert and Liliana (2024), viral marketing has a positive impact on product purchasing interest.

According to Widyarsih et al. (2023), viral marketing has a positive and significant continuity on consumer purchasing interest. This means that a well-designed viral marketing strategy can increase consumer interest in making purchases, either through delivering interesting, relevant messages or through the strong social influence of viral content.

According to Turban (2018), viral marketing is a word-of-mouth marketing strategy carried out through electronic media. This strategy involves consumers or companies spreading information and opinions about a product or service to others.

According to Kaplan and Haenlein (2021), viral marketing leverages the power of rapid message dissemination through digital networks. This strategy allows content to spread widely from one consumer to another, creating a viral effect that is effective in increasing brand awareness.

Viral marketing based on (Wilujeng & Nurlela (2013) in Nggilu, 2019:2694) there are 3 indicators 1) product introduction with items on how to use the product and the benefits of the product, 2) clarity of information with items on clarity of product benefits and understanding the message, 3) discussing the product with items discussing the product with other people and with friends.

Online Customer Review

According to Sugiarti (2021), customer reviews are information provided by consumers to companies in the form of product evaluations after consumers make purchases. This evaluation includes consumer experiences and opinions on the products or services they use, which can be input for companies and considered for other potential buyers.

According to Mo and Fan (2015:419), Online Customer Review (OCR) is a review given by consumers based on an evaluation of a product from various aspects. This information allows other consumers to assess the quality of the product being sought through reviews and experiences written by consumers who have purchased products from online sellers.

According to Farki et al. (2016), online customer reviews are a form of direct customer assessment information that is accurate and emotional, because it is given by fellow

customers. This makes both features have a higher trust value. Online customer reviews can function as a benchmark for consumer trust in making purchases.

According to Daulay (2020), online customer reviews have a positive and significant influence on purchasing decisions. Consumer reviews serve as considerations for prospective buyers in assessing the quality of a product or service. The better the review given, the greater the confidence of prospective buyers to decide on a purchase. Conversely, bad reviews tend to make prospective consumers abandon their intention to buy the product.

According to Mo et al. (2015), online customer reviews are reviews that contain information on the results of evaluating a product from various aspects. These reviews are a source of information for consumers to assess product quality based on the experiences and opinions written by previous consumers who have purchased the product.

According to Kamisa et al. (2022), online customer reviews or online reviews are a form of electronic word of mouth (eWOM). In this case, users or consumers who have made purchases through online platforms, such as Lazada, share their reviews of the products or services they used. These reviews help other consumers in choosing products based on the experiences shared.

According to Hariyanto and Trisunarno (2020), online customer reviews are needed to build consumer trust in making product purchasing decisions. This is due to limitations in online buying and selling transactions, where consumers cannot assess or check products directly, but only through images and descriptions provided by the seller. This condition often makes consumers doubt the accuracy of the information provided. The presence of the online customer review feature helps increase consumer trust in online stores.

According to Latief and Ayustira (2019), online customer reviews are a form of electronic word of mouth (eWOM), which functions as a medium for consumers to provide reviews regarding products, services received from online stores, and their experiences during transactions. These reviews can be seen by other consumers and used as a consideration in making product purchasing decisions.

According to Palullungan et al. (2023), Online Customer Reviews act as an important source of information for prospective buyers who want to get certain goods or services. Through these reviews, consumers can understand the real condition of the product, including its physical aspects, and assess its quality based on the experiences shared by previous buyers.

According to Rakhma et al. (2021) stated that online customer reviews can function as a modern marketing strategy that influences consumer purchasing decisions. Positive reviews from previous buyers can increase consumer interest and trust in determining the choice to buy a product or make a transaction at a particular store. This opinion is in line with Putra et al. (2021:1056), which explains that online customer reviews include consumer evaluations of various aspects of a product based on information generated from the experiences and reviews of other consumers who have previously purchased products from online sellers.

According to Nainggolan and Purba (2019), Online Customer Reviews are one of the factors that influence purchasing decisions. The number of reviews received by a product can be used as an indicator of the popularity or value of the product, which can ultimately influence consumers' desire to buy it.

According to Anggareni et al. (2023:96) stated that online customer reviews play an important role in increasing consumer trust in a store or product. This is in line with the

findings of Amelia et al. (2021:280), which shows that online customer reviews have a positive influence on purchasing decisions. The more online reviews received, the better the product's reputation in the eyes of consumers.

According to Kurniawan et al. (2022), Online Customer Reviews have a positive and significant influence on purchasing decisions. This shows that customer review variables can influence the consumer decision-making process in purchasing a product.

According to Almanah and Mirza, Online Customer Reviews are analyses or comments created and uploaded by consumers who have previously purchased and used the product.

According to Auliya, Moh, and Septi (2017:91) stated that Online Customer reviews and evaluations given by consumers regarding various aspects of a product. Information from this review allows consumers to assess the quality of the product based on the experiences shared by previous buyers who have used the product from the online seller.

Hariyanto and Trisunarno (2021) explain that Online Customer Reviews are assessments given by consumers regarding various aspects of an item, such as product quality or shopping experience. These reviews are considered relevant because they are written voluntarily by consumers who have purchased the product and serve as one of the factors influencing purchasing decisions.

Putri and Lestari (2022) stated that Online Customer Reviews have a positive and significant influence on purchasing decisions in the Shopee marketplace by UMS students. The difference with previous studies lies in the object of the study, where previous studies focused on students at the Muhammadiyah University of Surakarta, while this study focuses on students in the Special Region of Yogyakarta.

Sugiarti and Iskandar (2021) stated that Online Customer Reviews have a significant role in the online purchasing decision-making process. Consumers can provide reviews, both positive and negative, based on their experiences when shopping at online stores. Positive reviews have the potential to encourage other consumers to make purchases and provide similar reviews.

Putra et al. (2021) stated that Online Customer Reviews have a significant partial influence on purchasing decisions. Similar findings were also found in the research of Aradatin et al. (2017), which showed that online customer reviews significantly influence purchasing decisions.

Sarmis (2020) explains that the existence of Online Customer Reviews increases consumer trust and security when shopping online. Information from previous consumers serves as a reliable source for prospective buyers in making purchasing decisions.

According to Ningsih (2019:26), Online Customer Reviews are a form of evaluation given by previous consumers regarding various aspects of a product, which helps other consumers in assessing the quality of the product.

Halili and Lantip (2020) stated that Online Customer Reviews are considered relevant because they are written voluntarily by consumers who have previously purchased the product. In these reviews, consumers can provide positive or negative assessments of the quality of the product or service received through the online shopping platform.

Ardianti & Widiartanto (2019) found that online customer reviews have an effect on purchasing decisions. Other studies by Agustyan & Baehaqi (2020), Rakhma et al. (2021), Laili Hidayati (2018), Eliska Sri Putri Ningsih (2019), Sianipar & Yoestini (2021), and Latief

& Ayustira (2019) also show that online customer reviews have a significant effect on purchasing decisions.

Lestari (2020) and Hariyanto & Trisunarno (2020), online customer reviews were found to have a significant positive influence on purchasing decisions. However, in contrast to these results, research by S. Sari (2019) and Widya & Riptiono (2019) showed that online customer reviews did not have a significant influence on purchasing decisions. From these various studies, it can be concluded that although most studies found that online customer reviews had a significant influence on purchasing decisions, there were several studies that showed the opposite results.

According to Laili Hidayati (2018), online customer reviews are reviews given by consumers who have purchased products in online stores. These reviews provide information that can help other consumers know the quality and characteristics of the products they want to buy.

According to Agustyan and Baehaqi (2020), online consumer reviews are a form of feedback and recommendations from consumers who have used a product or service. These reviews can influence the purchasing interest of other consumers. Online consumer reviews also function as a facility that allows prospective buyers to see reviews from other consumers regarding a product, company services, and information about the manufacturer.

According to Ningsih (2019:24), online customer reviews are consumer opinions expressed through a rating scale in the form of star symbols. The higher the number of stars given, the better the seller's rating is shown.

According to research conducted by Luh Kadek Budi Martini and colleagues (2022), online customer reviews have a positive and significant influence on purchasing decisions. However, the results of research conducted by Efendi and Aminah (2023) show differences by stating that online customer reviews do influence purchasing decisions, but with different levels of influence. On the other hand, research conducted by Supriyadi and colleagues (2017) shows that online customer reviews do not have a significant influence on purchasing decisions. Thus, there is inconsistency in research findings regarding the impact of online customer reviews on purchasing decisions.

Online customer reviews can be interpreted as product reviews written by customers who have had experience with the products published on the company's website or online store (Nurillah et al., 2022).

Putri et al. (2022) stated that online customer reviews have a positive and significant influence on purchasing decisions for Avoskin products. However, this finding differs from research conducted by Nuriyanti et al. (2023), which shows that online customer reviews do not influence purchasing decisions for Wardah products.

In online shopping, consumers often feel disappointed because the products received do not match their expectations. To overcome this risk, e-commerce provides an online customer review feature that provides benefits for consumers in considering purchasing decisions (Sudirjo et al., 2023: 159).

Putra et al. (2021:1056) explained that online customer reviews are reviews given by consumers based on evaluations of various aspects of the product. The information in the reviews comes from the experiences of other consumers who have purchased products from online sellers before.

Online customer reviews are information in the form of a product evaluation provided by consumers. This information allows other consumers to assess the quality of a product

based on the experience and explanations of previous consumers (Rohmatulloh & Sari, 2021:3).

Online customer reviews are considered to make it easier for consumers to compare similar products sold in various online stores (Kurniawan, 2021:124). The existence of online customer reviews allows consumers to obtain information that helps them find products with the quality they want. Reviews written by previous consumers provide an overview based on real experiences in using the product (Mokodompit et al., 2022:976).

Ardianti and Widiartanto (2019:66) found that the more positive the online customer reviews given, the higher the likelihood of increasing purchasing decisions. This is in line with the findings of Latif and Ayustira (2020:154), which explain that giving ratings in online customer reviews influences purchasing decisions. With online customer reviews, KPMKB students in Samarinda city can better understand the advantages and disadvantages of the products offered.

According to research by Misbakhudin and Normayanti (2023:305), the more positive the online customer review, the greater the level of trust of potential consumers in the brand. Arbaini, Wahab, and Widiyanti (2020) stated that information conveyed through online customer reviews can be quickly spread across various platforms. Online customer reviews are part of Electronic Word of Mouth (eWOM), which refers to opinions conveyed spontaneously by individuals, not as a form of promotion.

Putri & Wandebori (2016:257) said that there are five indicators of online customer reviews, namely, source credibility, argument quality, perceived usefulness, review valence, and quantity of reviews.

Buying Decision

Dzulkarnain (2019) explains that purchasing decisions are the process of choosing between two or more available alternatives. In other words, a person can make a decision if there are several options to consider. Prihanti (2019) states that at the final stage of the purchasing process, consumers will stop searching and evaluating products or services to make purchasing decisions.

Tjiptono in Tolan, Frendy, and Aneke (2021:362) stated that purchasing decisions are a process in which consumers identify problems, seek information about products or brands, evaluate available alternatives, and choose the best solution that can solve the problem, until finally deciding to buy.

According to Djatnika (in Arianti and Widiartanto, 2019), purchasing decisions are a psychological process that buyers go through. This process begins with attention to the product, followed by the emergence of interest in knowing the product more deeply. When this interest increases, buyers will move to the interest stage because the product offered is considered to suit their needs.

According to Karundeng et al. (2023), purchasing decisions are a process in which consumers seek information and evaluate products by considering several options. In online buying and selling transactions, because consumers cannot see the product directly, there are several factors that influence purchasing decisions, such as checking the quality of goods, customer reviews, and product ratings.

According to Latief and Ayustira (2020), purchasing decisions are consumer actions in making final decisions when purchasing a product by first identifying the problems faced, evaluating available alternatives, and considering post-purchase behavior. Purchasing decisions are consumer behavior in determining whether or not to buy a product. In other

words, "The selection of an option from two or alternative choices" refers to the decisions consumers make when choosing a product (Nurijayanti et al., 2023).

Purchasing decision is a process in which consumers decide to actually buy a particular product (Winasis et al., 2022:394). This opinion is in line with Miati (2020:74), who states that purchasing decisions are real actions of consumers to buy goods that are really desired based on product quality.

According to Kotler & Keller (2019:240), purchasing decisions are the process of determining choices from several available alternatives. This decision is reached after going through various considerations, so that consumers can choose the option that is considered the best. Widiyanti & Harti (2021:52) state that purchasing decisions are an evaluation process carried out by consumers by considering various options, then determining the best choice from several similar products available.

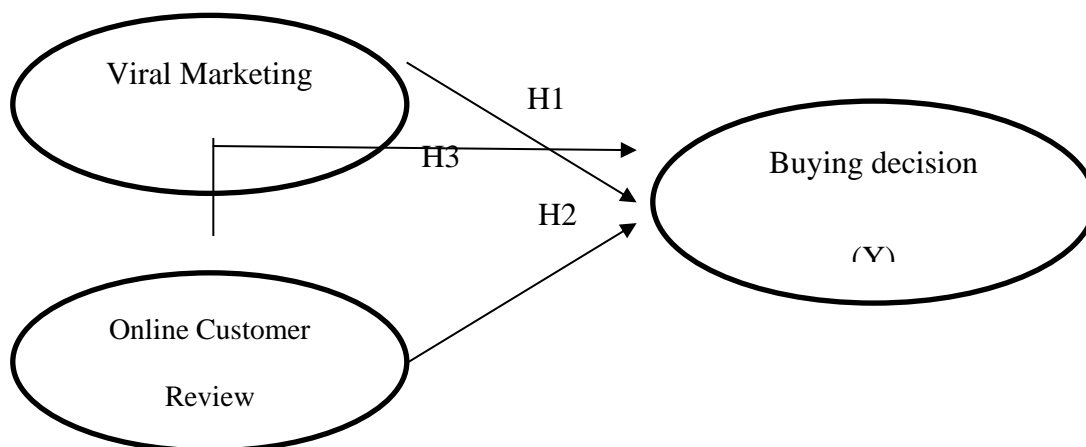
According to Budiono (2020:4), purchasing decisions are individual activities that are directly involved in the decision-making process to buy products offered by sellers. Meanwhile, Agusta (2020:12) explains that purchasing decisions are consumer actions in choosing certain products that are considered the best from various available alternatives, according to the interests and benefits expected.

Sudirjo (2021) stated that purchasing decisions are the final stage in the process that customers go through to find the desired product. Yazid & Hidayat (2020) explained that purchasing decisions are a process in which consumers systematically and objectively identify the various options available, and assess the advantages and disadvantages of each option.

Rakhma et al. (2021) define purchasing decisions as individual characteristics in shopping or using a product that can meet their needs and desires. Before making a purchase, consumers will usually first look for information about product specifications, advantages and disadvantages, and the price of the product.

According to Kotler and Keller (2018), there are several indicators that influence purchasing decisions, namely product determination, brand determination, media channel determination, purchase time, purchase amount, and payment method.

Conceptual Framework



H1 :There is a significant influence of Viral Marketing on purchasing decisions

- H2** :There is a significant influence of Online Customer Reviews on purchasing decisions
- H3** :There is a significant simultaneous influence of Viral Marketing and Online Customer Reviews on purchasing decisions.

RESEARCH METHOD

This study uses a quantitative research design with data collection through purposive sampling techniques. This technique is carried out by selecting samples randomly, but still ensuring that the sample represents the population. The subjects of the study were students in Cirebon City who used the Tiktok e-commerce platform. Data were collected by distributing questionnaires in the form of Google Forms to 130 respondents.

In this study, the scores were obtained using a Likert scale with four answer choices, namely (1) Strongly Disagree (STS), (2) Disagree (TS), (3) Agree (S), and (4) Strongly Agree (SS). To ensure the validity of the data, the researcher conducted validity and reliability tests on the items used in data collection. Furthermore, data processing was carried out through normality tests, determination coefficient tests, F tests, and multiple linear regression analysis using SPSS software.

No.	Statement	Code	Score
1	Strongly agree	SS	4
2	Agree	S	3
3	Don't agree	TS	2
4	Strongly Disagree	STS	1

Source: Sugiyono 2015

Researchers use a Likert scale with 4 points or an even scale because it is considered more effective in minimizing "Central Tendency Bias". This bias is the tendency of respondents to choose answers in the middle on an odd Likert scale, such as 3 or 5 points, which has the potential to reduce the accuracy of the data obtained.

RESULTS AND DISCUSSION

Validity Test

Validity testing is a testing tool for questionnaire instruments that are formed in such a way as to measure the accuracy, precision and validity of a questionnaire instrument (Kusuma, 2016). Furthermore, according to Ghozali (in Elsera, 2019), the validity test is carried out with the aim of finding out about the validity of the data obtained from distributing the questionnaire. Whether or not a questionnaire is valid can be the reason for using a validity test. Valid means that the instrument can be used to measure what should be measured (Sugiyono, 2015).

Table 1
Questionnaire Collection Results

No	Corrected ValueItem Total Correlation /r Count	Sig	r Table	Criteria
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X1.1	0.486	0.000	0.172	Valid
X1.2	0.574	0.000	0.172	Valid
X1.3	0.508	0.000	0.172	Valid
X1.4	0.511	0.000	0.172	Valid
X1.5	0.406	0.000	0.172	Valid
X1.6	0.448	0.000	0.172	Valid
X1.7	0.575	0.000	0.172	Valid
X1.8	0.429	0.000	0.172	Valid

Source: Results of data processing and SPSS Program

Based on the results of the validity test above, it is stated that each statement in the Viral Marketing variable (X1) has a correlation value (r count) that is greater than r table (0.172) with a significance level <0.05 . This shows that all items measuring the Viral Marketing variable (X1) are valid.

Table 2
Questionnaire Collection Results

NO	Corrected ValueItem Total Correlation /r Count	Sig	r Table	Criteria
X2.1	0.431	0.000	0.172	Valid
X2.2	0.522	0.000	0.172	Valid
X2.3	0.428	0.000	0.172	Valid
X2.4	0.514	0.000	0.172	Valid
X2.5	0.403	0.000	0.172	Valid
X2.6	0.449	0.000	0.172	Valid
X2.7	0.530	0.000	0.172	Valid
X2.8	0.518	0.000	0.172	Valid

Source: Results of data processing and SPSS Program

Based on the results of the validity test above, it is stated that each statement in the Online Customer Review variable (X2) has a correlation value (r count) that is greater than r table (0.172) with a significance level <0.05 . This shows that all items measuring the Online Customer Review variable (X2) are valid.

Table 3
Questionnaire Collection Results

No	Corrected ValueItem Total Correlation /r Count	Sig	r Table	Criteria
Y.1	0.705	0.000	0.172	Valid
Y.2	0.724	0.000	0.172	Valid
Y.3	0.674	0.000	0.172	Valid
Y.4	0.562	0.000	0.172	Valid
Y.5	0.684	0.000	0.172	Valid
Y.6	0.641	0.000	0.172	Valid
Y.7	0.575	0.000	0.172	Valid
Y.8	0.725	0.000	0.172	Valid

Source: Results of data processing and SPSS Program

Based on the results of the validity test above, it is stated that each statement in the Purchase Decision variable (Y) has a correlation value (r count) that is greater than r table (0.172) with a significance level <0.05 . This shows that all items that measure the Purchase Decision variable (Y) are valid.

Reliability Test

Reliability test is a tool used to test or measure the trustworthiness of a questionnaire instrument which is an indicator of a variable or construct that is useful for knowing the consistency of the measuring instrument and is consistent if the measurement is repeated over time. The method used in the reliability test is the alpha (α) method in the Cronbach Alpha model, which if the variable has a Cronbach Alpha (α) value > 0.60 then the variable can be said to be reliable (Kusuma, 2016).

Table 4
Reliability Test Results

Variables	Cronbach's Alpha	Conclusion
Viral Marketing	0.838	Reliable
Online Customer Review	0.799	Reliable
Buying decision	0.771	Reliable

Source: Results of data processing and SPSS Program

T-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34,780	3.240		10,736	<,001
	X1	-.711	.083	-.638	-8,513	<,001
	X2	.866	.100	.648	8,643	<,001

a. Dependent Variable: Y1

According to Sugiyono (2019:267), the t-test is conducted to see how far the independent variable influences the dependent variable, thus the criteria for the provisions in this t-test state that the independent variable significantly influences the dependent variable if it has a significance value <0.05 .

Thus, based on the coefficient table above, it can be concluded:

1. The viral marketing variable (X1) has a sig value of 0.001 (<0.05) so that the viral marketing variable (X1) has a significant effect on the consumer purchasing decision variable (Y),
2. The online consumer review variable (X2) has a sig value of 0.001 (<0.05) so that the online customer review variable (X2) has a significant effect on the consumer purchasing decision variable (Y).

F Test

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	171,120	2	85,560	8,904	<,001b
	Residual	1220.303	127	9,609		
	Total	1391.423	129			

a. Dependent Variable: Y1

b. Predictors: (Constant), X2, X1

The F test is conducted to determine the effect of independent variables on dependent variables as a whole or simultaneously (Sulityo and Permatasari, 2022). Thus, the assessment criteria are that independent variables are stated to have a simultaneous effect on dependent variables if they have a significance value <0.05 .

Thus, based on the ANOVA table above, the significance value is 0.001 (<0.05), so it can be concluded that the independent variables of viral marketing (X1) and online customer reviews (X2) simultaneously have a significant effect on the independent variable of purchasing decisions (Y).

CONCLUSION

Viral marketing and online customer reviews have a significant influence on consumer purchasing decisions. Viral marketing can increase brand awareness quickly and widely, creating an emotional appeal that encourages consumers to buy. Meanwhile, online customer reviews act as a source of information that is trusted by potential buyers. Positive reviews can increase trust and purchase interest, while negative reviews can reduce purchase interest. These two factors complement each other in shaping consumer perceptions of a product or service.

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