

## The Influence Of Viral Marketing And Price On Consumer Buying Interest In The Shopee Application

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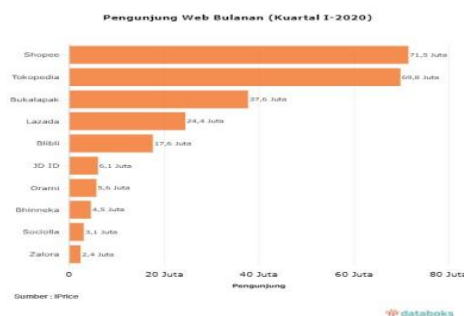
### Abstract

This study aims to determine the effect of viral marketing and price on buying interest in the Shopee application. This type of research is quantitative. The population in this study were management students at Ibn Khaldun University Bogor Class of 2019 with a sample size of 103 respondents. The instrument in this study was a questionnaire. The results of the research instrument test using multiple regression analysis tests, t tests and f tests, which show that viral marketing and price have a significant effect on Purchase Interest. Viral Marketing t test results have an effect, obtained tcount 2.562 > t table 1.984 which means Ho1 is rejected and Ha1 is accepted, the price t test results obtained are tcount 5.621 > t table 1.984, then HO2 is rejected and Ha2 is accepted. And the results of the f test were obtained at 73.913 > 3.19, meaning that Ho3 is rejected and Ha3 was accepted, so it can be concluded that the independent variables Viral Marketing (X1) and Price (X2) simultaneously and significantly affect Purchase Interest (Y). based on the results of these data it can be concluded that Viral Marketing and Price have an effect on buying interest.

**Keywords : Viral Marketing, Price, Buying Interest**

### Introduction

The development of technology and the internet as well as the influence of the covid 19 pandemic have affected changes in the trading system, marketing of a product, changes in shopping behavior, ways of transacting, and delivering information. Seeing this situation, business people are now choosing marketing strategies by utilizing the internet to promote their business to the public or consumers. Business marketing activities using the internet are called e-marketing. Many companies use this opportunity to expand their business, one of which is E-commerce or electronic commerce. Shopee is one of the E-commerce with the most monthly visitors. This can be seen from the data below:



Source: (iprice n.d.)

**Figure 1. Monthly Visitors to E-Commerce Sites (first quarter of 2020)**

From the picture above, it explains that Shopee is ranked first with a total of 71.5 million, Shopee became the most visited e-commerce website in Indonesia during the last quarter of 2022. Shopee is also ranked first in the appstore and playstore rankings.

In promotional activities to attract buyers, shopee uses a Viral Marketing strategy. According to Hamdani & Mawardi (2018) in the journal (Astasari and Sudarwanto 2021) Viral Marketing is a marketing method that relies on social networks in order to achieve a marketing goal carried out through a continuous process of communicating to multiply themselves.

If a communicator succeeds in advertising an interesting product, people will be interested in visiting the account that advertises the product. Viral Marketing is another form of word of mouth, which encourages customers to convey the company's developing products and services or audio, video, or written information to others online (Wijaksana and Telkom 2021)

In a journal researched by (Agesti et al. 2021) Viral Marketing has an effect on consumer buying interest, this is due to close digital interaction with consumers caused by shopee promotions such as discounts, cashback, and free shipping or shipping costs, and also shopee's successful campaigns, namely Shopee 99 super shopping day and also haul on tiktok. Of course, shopee's marketing strategy like this is what makes shopee better known to the public and its reach expands.

Apart from viral marketing, one of the factors that is considered by consumer buying interest is price. In shopping online or offline, price determines buying interest.

According to Dinawan 2010 in the journal (Puspita and Budiatmo 2020) price is one of the determinants of product selection which will affect purchase interest, this is because the right price in accordance with the purchasing power of the community affects the desire to purchase a product that consumers really want.

Shopee's strategy is to hold flash sales on the same date as 10.10. this makes consumers enthusiastic about buying the items they are interested in at affordable prices. Even shopee sells products for 1-rupiah, which makes shopee consumers interested in buying.

Based on the explanation above, the researcher is interested in making a research entitled "The Effect of Viral Marketing and Price on Consumer Purchase Interest in the Shopee Application".

## **Method**

In this study, researchers used a type of quantitative data source, according to (Ramdhan 2021: 2) quantitative research is data that is present or expressed in the form of numbers obtained from the field, or it can also be called qualitative data expressed in numerical form obtained by converting qualitative values into quantitative values. The object of this research is the active students of the Faculty of Economics and Business, IBN Khaldun University of Bogor, Management Study Program class of 2019 totaling 138 people.

In this study, researchers used primary and secondary data. Where the primary data in this study is data obtained through distributing questionnaires to respondents who use the shopee application, while secondary data is obtained through the results of literature studies through books, journals and mass media.

In this study, the data needed is primary data obtained from distributing questions through questionnaires given directly to students of the Management Study Program, Faculty of Economics and Business, IBN Khaldun University, Bogor class of 2019 who have made online shopping transactions in the Shopee application, the data collection target is around 1-2 weeks which is expected to be sufficient.

## Result

### Validity test

The validity test is an instrument or measuring instrument carried out in research to become an acceptable measuring instrument or become a standard. The validity test is considered valid if  $r\text{-count} > r\text{-table}$  ( $n_2$ ), and vice versa if  $R\text{-count} < R\text{table}$  then the question item is considered invalid. The following below is a table that shows whether each indicator is valid or not, namely:

**Table 1. Validity Test**

Variables	Statement	R- Count	R- Table	Description
Viral Marketing (X1)	X1.1	0,593	0,361	Valid
	X1.2	0,711	0,361	Valid
	X1.3	0,709	0,361	Valid
	X1.4	0,739	0,361	Valid
	X1.5	0,605	0,361	Valid
	X1.6	0,712	0,361	Valid
Price (X2)	X2.1	0,804	0,361	Valid
	X2.2	0,616	0,361	Valid
	X2.3	0,722	0,361	Valid
	X2.4	0,651	0,361	Valid
	X2.5	0,785	0,361	Valid
	X2.6	0,696	0,361	Valid
	X2.7	0,614	0,361	Valid
	X2.8	0,477	0,361	Valid
Buying Interest (Y)	Y.1	0,701	0,361	Valid
	Y.2	0,844	0,361	Valid
	Y.3	0,879	0,361	Valid
	Y.4	0,791	0,361	Valid
	Y.5	0,832	0,361	Valid

Source: SPSS Processed Data 2023

### Reliability Test

Instrument reliability test can be done by comparing the Cronbach's Alpha value on each variable with the significant level used. The criteria used are Cronbach's Alpha technique  $> 0.6$ .

Variabel	Cronbach's Alpha	Decsription	Variabel
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Viral Marketing (X1)		0,767	Reliable	
Price (X2)		0,766	Reliable	
Model	Buying Interest (Y)R	R Square	Adjusted R Square	Reliability of the Estimate
1	.772 <sup>a</sup>	.596	.588	1.65991

**Table 2. Reliability Test**

Source: SPSS Processed Data 2023

### Multiple Linear Regression Analysis

This test is conducted to predict the value of the effect of the independent variable on the dependent variable to determine whether there is a positive and significant effect simultaneously between Viral Marketing and price on buying interest in the shopee application. The following is a multiple regression test that has previously been processed using a computer application, as follows :

**Table 3. multiple linear regression table**

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.844	1.387		2.772	.007
	<i>Viral Marketing</i>	0.217	.085	.255	2.562	.012
	Harga	0.347	.062	.559	5.621	.000

Source: SPSS Processed Data 2023

### Multiple Correlation Analysis

Multiple correlation analysis aims to determine whether there is a relationship between the independent variables Viral Marketing (X1) and Price (X2) with the dependent Variabel Purchase Interest (Y) and the closeness of the relationship. Decision making is based on the significance value, if the significance value <0.05 then it is correlated, and vice versa if the significance value > 0.05 then it is not correlated.

**Table 4 Multiple correlation analysis**

a. Predictors: (Constant), Harga, *Viral Marketing*

Source: SPSS Processed Data 2023

**Table 5 Partial Significance Test (T Test)**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1						
	(Constant)	3.844	1.387		2.772	.007
	Viral Marketing	.217	.085	.255	2.562	.012
	Harga	.347	.062	.559	5.621	.000

a. Dependent Variable: Minat Beli

Source: SPSS Processed Data 2023

- The t test results (partial) show that the tcount value is 2.562 > t table 1.984 then HO1 is rejected and H<sub>a1</sub> is accepted. This means that Viral Marketing (X1) has a significant effect on Purchase Interest (Y).
- The t test results (partial) show that the tcount value is 5.621 > t table 1.984, then HO2 is rejected and H<sub>a2</sub> is accepted. This means that Price (X2) has a significant effect on buying interest (Y)

### Simultaneous Significant Test (F Test)

The F test is used to determine how much influence the independent variables Viral Marketing (X1) and Price Variables (X2) have simultaneously on the dependent variable Purchase interest (Y). f test decision making uses a significant level of 5% (0.005). If the sig value < 0.05 or F-count > F-table

**Table 6 Simultaneous Significant Test (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	407.305	2	203.653	73.913	.000 <sup>b</sup>
	Residual	275.530	100	2.755		
	Total	682.835	102			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Price, *Viral Marketing*

Source: SPSS Processed Data 2023

Based on the table above, it shows that fcount > ftable, namely 73.913 > 3.19 with a significance value of 0.000 < 0.05. So it can be concluded that the independent variables Viral Marketing (X1) and Price (X2) have a simultaneous and significant effect on Purchase Interest (Y).

## Coefficient of determination

The Coefficient of Determination (R<sup>2</sup>) is a tool used to determine the percentage change in the independent variable Purchase Interest (Y) caused by the independent variable.

**Table 8 coefficient of determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 <sup>a</sup>	.596	.588	1.65991

a. Predictors: (Constant), Harga, *Viral Marketing*

Source: SPSS Processed Data 2023

Based on the results of the table above, it shows that the value shows that the coefficient of determination (adjusted R square) is 0.588, which means that the effect of the independent variable (X) on the dependent variable (Y) is 58.8%. This means that the influence of the independent variable (Viral Marketing and Price) on the dependent variable (Purchase Interest) is 58.8% while the remaining 41.2% is influenced by other factors outside of this discussion.

## Conclusion

According to the research analysis, the following conclusions can be drawn. Firstly, there is a positive relationship between Viral Marketing and Purchase Interest in the Shopee application. This means that an increase in Viral Marketing leads to an increase in purchase interest, and vice versa. It is also concluded that Viral Marketing has a partially significant effect on purchase interest in the Shopee application. Secondly, there is a positive relationship between Price and Purchase Interest. This means that an increase in price results in an increase in purchase interest, and vice versa. Similarly, Price has a partially significant effect on purchase interest in the Shopee application. Lastly, both Viral Marketing and Price have a positive relationship with Purchase Interest. This means that any increase or decrease in the independent variables will have a corresponding effect on the dependent variable. These conclusions are based on the results of the hypothesis testing.

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