The Influence of Viral Market Marketing, Online Customer Review, Customer Trust on Purchase Decision of Scarlett Whitening Products in E-Commerce Shopee on Management Students of Muhammadiyah University of Gresik.

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ABSTRACT

Perkembangan ekonomi dan teknologi yang pesat di Indonesia telah mengubah perilaku konsumen, terutama dalam pola pembelian yang beralih dari toko fisik ke e-commerce. Salah satu industri yang mengalami pertumbuhan signifikan adalah produk perawatan kecantikan, yang menjadi kebutuhan primer bagi banyak wanita. Persaingan dalam industri kosmetik semakin meningkat seiring dengan berkembangnya tren kecantikan dan inovasi produk. Data dari Kementerian Perindustrian menunjukkan adanya peningkatan industri kosmetik sebesar 9% pada tahun 2019.

Banyak faktor yang mempengaruhi keputusan pembelian termasuk Yakni Viral Marketing, Ulasan pembeli dan Kepercayaan customer. Pengalaman langsung dalam mencoba produk. Meskipun belanja online semakin populer, banyak konsumen masih mempertimbangkan untuk membeli produk kecantikan secara langsung. Salah satu brand lokal yang mengalami pertumbuhan pesat adalah Scarlett Whitening, yang menempati peringkat kedua dalam penjualan produk skincare lokal dengan total penjualan Rp 17,7 miliar dalam periode singkat tahun 2022. Produk ini telah mendapatkan izin BPOM dan terus berkembang sebagai salah satu merek perawatan kulit yang diminati di Indonesia.

Penelitian ini bertujuan untuk mengetahui pengaruh Viral marketing, Online customer review, dan Customer trust terhadap Purchase decision produk scarlett whitening di E-Commerce Shoope pada mahasiswa Manajemen Universitas Muhammadiyah Gresik. Metode Peneitian menggunakan metode kuantitatif dengan sampel sebanyak 100 responden. Data yang diperoleh dianalisis dengan tenik analisis regresi linier berganda menggunakan program SPSS 20. Hasil dari penelitian menunjukkan bahwa Viral Marketing berpengarh positif dan signifikan terhadap Purchase Decision, Online Customer Review berpengarh positif dan signifikan terhadap Purchase Decision, sedangkan Customer Trust berpengarh positif namun tidak signifikan terhadap Purchase Decision.

Kata kunci   : Viral Marketing, Online Customer Review, Customer Trust, Prchase Decision.

ABSTRACT

Rapid economic and technological developments in Indonesia have changed consumer behavior, especially in purchasing patterns that have shifted from physical stores to e-commerce. One industry that is experiencing significant growth is beauty care products, which are a primary need for many women. Competition in the cosmetics industry is increasing along with the development of beauty trends and product innovation. Data from the Ministry of Industry shows that the cosmetics industry increased by 9% in 2019.

Many factors influence purchasing decisions, including viral marketing, buyer reviews and customer trust. Direct experience in trying the product. Even though online shopping is growing in popularity, many consumers still consider purchasing beauty products in person. One local brand that is experiencing rapid growth is Scarlett Whitening, which ranks second in sales of local skincare products with total sales of IDR 17.7 billion in the short period of 2022. This product has received BPOM permission and continues to grow as one of the most popular skincare brands in Indonesia. This research aims to determine the influence of Viral marketing, Online customer reviews, and Customer trust on Purchase decisions for Scarlett whitening products at E-Commerce Shope among Management students at Muhammadiyah University Gresik. The research method uses quantitative methods with a sample of 100 respondents. The data obtained was analyzed using multiple linear regression analysis techniques using the SPSS 20 program. The results of the research showed that Viral Marketing had a positive and

significant influence on Purchase Decisions, Online Customer Reviews had a positive and significant influence on Purchase Decisions, while Customer Trust had a positive but not significant influence on Purchase Decisions.

INTRODUCTION

Rapid economic and technological developments in Indonesia have changed consumer behavior, especially in purchasing patterns that have shifted from physical stores to e-commerce. One industry that has experienced significant growth is beauty care products, which are a primary need for many women. Competition in the cosmetics industry is increasing along with the development of beauty trends and product innovations. Data from the Ministry of Industry shows an increase in the cosmetics industry by 9% in 2019. The increasing number of cosmetic products in circulation certainly makes consumers have to make decisions in using them. Before deciding to buy something including beauty products, a person will consider it first, because basically someone prefers the experience of trying beauty products when buying directly in a store rather than shopping *online* .

One of the most widely used local beauty care products today and is on the rise is the Scarlett Whitening product. Scarlett Whitening is ranked second best-selling local *skincare brand* with total sales that have reached IDR 17.7 billion in the period 1-18 February 2022 (Joan, 2022). Scarlett Whitening is one of the local brands in Indonesia that was founded in 2017 and is a product owned by Indonesian celebrity Felicya Angelista. This product, which has obtained permission from BPOM, focuses on body and facial skin care that is safe for everyday use.

According to Irwansyah (2021:01) a purchasing decision or *Purchase Decision* is a process and activity when someone is related to the search, selection, purchase, use, and evaluation of products and services carried out by prospective consumers to combine the knowledge they have about the choice of two or more alternative products available and choose one of them. The purchasing decision process consists of five stages carried out by a consumer before arriving at a purchasing decision and then after purchasing (Kotler and Keller, 2009:184).

Purchasing decisions made by consumers can occur when consumers have received service from the service provider and after that consumers feel satisfaction and dissatisfaction.

Consumer behavior is an action that is directly involved in business to determine products and services, including making decisions that precede and follow actions. Purchasing decisions are part of consumer behavior In addition, consumer decisions to make purchases are motivated or impulsive, with needs and desires as the basic motivation. Customer decisions to buy are influenced by the company's brand image. The better the company's brand image, the closer customers will examine the products and services offered, considering various factors, consumer decisions to make purchases have a process, according to previous research on purchasing decisions. (Puji & Agung, 2022)

LITERATURE REVIEW

Purchase Decision

Irwansyah (2021:01) states that purchasing decisions are related to the disbursement, selection, purchase, use and evaluation of products and services carried out by prospective consumers against two or more choices. According to *Syakira* et al. (2019) Purchasing decisions are a process carried out by someone in choosing one of two or more alternatives when making the process of purchasing a product or service. Purchasing decisions made by consumers illustrate how far marketers are in trying to market a product to consumers (Kotler and Keller, 2009:184). Based on the definition above, it can be concluded that Purchasing decisions are the final decision that a consumer has to buy a good or service with various considerations. certain.

Viral Marketing

According to Putri et al. (2022) Viral Marketing is a process in which there is a dissemination of information about a product due to marketing carried out by word of mouth using the help of electronic media. *Viral marketing* is one of the marketing strategies that is developing through the *internet network*. The term *viral* is

used to describe the spread of messages that are very fast and wide, saying that *viral marketing* is a *word-of-mouth (WOM) marketing model* with the desired results of the *Internet media (Situmorang, 2010:66) According to Andini, et al. (2014:3) The key to viral marketing* is getting *website visitors* and recommending it to those who will later be considered interested. They will connect the message to potential consumers who will use the goods or services offered and recommend them to other consumers.

Online Customer Reviews

According to Amelia et al., (2021) Online Customer Review is an opinion or experience that consumers provide regarding the services received or products that have been purchased and used. The experience that other people have previously felt about a product is an influential source that has an impact when deciding to purchase, the availability of positive things that are widely known results in consumers' seriousness in buying the product increasing. Online Customer Reviews contain positive and negative things about products or companies (sellers) and are made by consumers via *the internet* (Auliya, et al. 2017:91). There are several dimensions including *Awaraness, Frequency, Comparison , Influence (* Cahyaningtyas and Wijaksana, 2021).

Customer Trust

Suciati and Moeliono (2019) stated that attitude and trust are psychological factors that influence consumer purchasing decisions. If trust has been established well, consumers will make purchasing decisions . Consumer confidence in the seller's ability in certain situations, the ability to accept any risk and the willingness to provide information about themselves during *online transactions* . (Agustiningrum & Andjarwati, 2021), when consumers trust a company, they will prefer to make repeat purchases and share valuable personal information with the company. This definition explains that trust is the willingness or willingness to rely on partners involved in a trusted exchange (Rarung, et al. 2022).
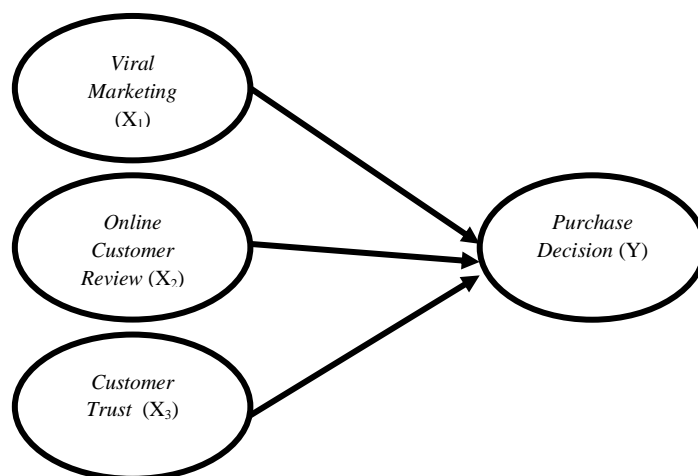
Conceptual Framework

Figure 1: Conceptual Framework Hypothesis

H1 : It is suspected that there is a *viral* influence *Marketing* of *Purchase Decision* of Scarlett Whitening Products in Shopee *E-commerce* for Management Students at Muhammadiyah University of Gresik

H2 : It is suspected that there is an *online* influence *Customer Review* of *Purchase Decision* of Scarlett Whitening Products on Shopee *E-commerce* for Management Students at Muhammadiyah University of Gresik

H3 : It is suspected that there is *customer* influence *Trust* in *Purchase Decision* of Scarlett Whitening Products on Shopee *E-commerce* among Management Students at Muhammadiyah University of Gresik

METHOD

Research Approach and Location
The research approach used in this study is a quantitative method. According to (Sugiyono, 2019:16) quantitative research is research based on the philosophy of positivism, which is used in studying populations or samples, using research tools to collect data, and conducting quantitative data analysis to test established hypotheses. The location of the research is at the Faculty of Economics and Business, Muhammadiyah University of Gresik, located at Jl. Sumatera No. 101, Randuagung, Gresik District, Gresik Regency, East Java 61121.

Population and Sample

The population in this study were students majoring in Management, Faculty of Economics and Business, Muhammadiyah University of Gresik, class of 2019-2021 who were still active with a population of 727 students. However, students who use Scarlett Whitening beauty products are unknown. Thus, the sampling technique that will be used in this study is the *purposive sampling* method , namely a method of sampling based on specified considerations and using the lameshow formula so that the number of samples obtained is 100 respondents.

Data Types and Sources
The type of data that will be used is primary data obtained based on respondents' answers to questions related to Viral Marketing, Online Customer Review, Customer Trust and Purchasing Decisions submitted by researchers through questionnaires. The source of primary data that will be used is through questionnaires given by researchers to respondents.

Data Collection and Analysis Techniques
The data collection technique that will be used is to distribute a questionnaire answering each indicator using a Likert scale measurement scale of strongly agree (5), agree (4), undecided (3), disagree (2), strongly disagree (1) (Sugiyono, 2019:146). The method used in this study is multiple linear regression, to determine the effect of Viral Marketing (X1), Online Customer Review (X2), Customer Trust (X3) on Purchasing Decisions (Y). The formula used in multiple linear regression is as follows: Y = a+b1X1 + b2X2 + b3X3

RESULTS
Validity Test
Table 1 Validity Test Results

Research Variables	Item	R count	R table	Information
Viral Marketing	1	0.558	0.1966	Valid
	2	0.716	0.1966	Valid
	3	0.774	0.1966	Valid
	4	0.771	0.1966	Valid
	5	0.757	0.1966	Valid
Online Customer Reviews	1	0.647	0.1966	Valid
	2	0.729	0.1966	Valid
	3	0.819	0.1966	Valid
	4	0.672	0.1966	Valid
	5	0.739	0.1966	Valid
	6	0.697	0.1966	Valid
Customer Trust	1	0.723	0.1966	Valid
	2	0.738	0.1966	Valid
	3	0.818	0.1966	Valid
	4	0.704	0.1966	Valid
Purchase Decision	1	0.478	0.1966	Valid
	2	0.839	0.1966	Valid
	3	0.807	0.1966	Valid
	4	0.805	0.1966	Valid
	5	0.813	0.1966	Valid

Source: Processed SPSS Data
Based on the results of the validity test in Table 1, it shows that all questionnaire items on all dependent and independent variables are declared valid because r count > r table, so that all research statements can be used as research instruments.

Reliability Test
Table 1 Reliability Test Results

Variable	Cronbach's ValueAlpha	Cronbach's Alpha	Note:
Purchase Decision (Y)	0.809	0.7	Reliable
Viral Marketing (X $_1$)	0.766	0.7	Reliable
Online Customer Review (X $_2$)	0.810	0.7	Reliable
Customer Trust (X $_3$)	0.731	0.7	Reliable

Source: Processed SPSS Data
Based on the results of the reliability test in Table 2, it shows that the variables Purchase Decision (Y), Viral Marketing (X1), Online Customer Review (X2), and Customer Trust (X3) have a Cornbach's Alpha value greater than 0.7, so they can be said to be reliable, so that all statements can be used as a reference for measuring instruments.

Normality Test
Table 3 Normality Test Results

Model	Kolmogorov-Smirnov Z	Information
1	0.180	Data is normal distributed

Source: Processed SPSS Data

Based on the results of the normality test in table 3, the Kolmogorov-Smirnov Z value produces an Asymp Sig of 0.180 which is greater than 0.05, thus the data tested is normally distributed.

Multicollinearity Test

Table 4: Multicollinearity Test Results

Variable	*Tolerance*	VIF
Viral Marketing (X_1)	0.311	3,217
Online Customer Review (X_2)	0.476	2,099
Customer Trust (X_3)	0.359	2,788

Source: Processed SPSS Data

Based on the results of the multicollinearity test in table 4, it is known that the Tolerance value for the Viral Marketing (X1), Online Customer Review (X2), and Customer Trust (X3) variables is greater than 0.10 and the VIF value shows that Viral Marketing (X1), Online Customer Review (X2), and Customer Trust (X3) are less than 10.00, so it can be said that there is no multicollinearity in the variables in the regression model.

Heteroscedasticity Test

Table 5: Heteroscedasticity Test Results
Source: Processed SPSS Data

Based on table 5, the results of the heteroscedasticity test calculation using the Glaster test show that the sig value for the Viral Marketing (X1), Online Customer Review (X2), and Customer Trust (X3) variables is greater than 0.05, so it can be said that all independent variables used do not show symptoms of heteroscedasticity.

Model Feasibility Test

Table 6: Model Feasibility Test Results

Model	Sig	Information
1	0.000	Worthy

Source: Processed SPSS Data

Based on table 6, the significance value is 0.000 < 0.05, so it can be concluded that the model in the study is said to be feasible.

Multiple Linear Regression Test

Table 7: Multiple Linear Regression Test Results
Source: Processed SPSS Data

$$Y = + 1X1 + 2 X2 + 3X3 + e$$

$$Y = -0.382 + 0.294X1 + 0.507X2 + 0.114X3$$

1. The constant value (a) is positive, namely 0,382 , meaning that there is a positive

Model	Unstandardized Coefficients B
Constant	0.382
Viral Marketing (X_1)	0.294
Online Customer Review (X_2)	0.507
Customer Trust (X_3)	0.114

influence for the *viral marketing variable* (x_1), *online customer review* (X2) and *customer trust* (X3) . If the value of the independent variable is 0 , then the Purchase Decision (Y) variable increases by 0.382 units.

2. Value 1 = Regression coefficient of *viral marketing* variable (X1) which is 0.294 indicates that it has a positive value and has a unidirectional relationship between *viral marketing* and *Purchase Decision* which is 0.294. This means that the better *the viral marketing,* the better *the Purchase Decision* .

3. Value 2 = regression coefficient of *online customer review* variable (X2) is 0.507 which means it has a positive value and has a unidirectional relationship between

Variable	Sig
Viral Marketing (X_1)	0.920
Online Customer Review (X_2)	0.738
Customer Trust (X_3)	0.342

online customer review and *Purchase Decision* which is 0.507. This means that the better *the online customer review,* the better *the Purchase Decision* .

4. Value 3 = regression coefficient of *customer trust* variable (X3) is 0.114 can be interpreted as the regression coefficient for the *customer trust variable* has a positive value and shows that there is a unidirectional relationship between the *customer trust variable* and *Purchase Decision* . This means that the better *the customer trust* , the better *the Purchase Decision* .

Coefficient of Determination Test

Table 8: Results of the Determination Coefficient Test (R^2)

R	R Square	Adjusted R Square
0.827	0.685	0.675

Source: Processed SPSS Data

Based on table 8, the results of the determination coefficient test obtained an Adjusted R Square value of 0.675, meaning that the *viral marketing variables* (X1), *online customer reviews* (X2) and *customer trust* (X3) have an influence of 67.5% on the Purchase Decision variable (Y), and 32.5% is influenced by other variables outside this research model.

t-test

Table 9: t-Test Results

Significant	Significant t
Viral Marketing (X $_1$)	0.012
Online Customer Review (X $_2$)	0.000
Customer Trust (X $_3$)	0.373

Source: Processed SPSS Data

Based on table 9 it can be seen that:
1. *viral marketing* variable obtained a sig result of 0.012, which shows that it is smaller than 0.05, so H0 is rejected, H1 is accepted and it can be said that the *viral marketing variable* has a significant influence on *the Purchase Decision* of students who use Scarlett Whitening.
2. *Online Custom8hi8er Review* variable obtained a sig result of 0.000 which shows that it is smaller than 0.05, so H0 is rejected, H2 is accepted and it can be said that the *online customer review variable* has a significant influence on *the Purchase Decision* of students who use Scarlett Whitening.
3. *customer trust* variable obtained a sig result of 0.373 which shows that it is greater than 0.05, so H0 is accepted, H3 is rejected and it can be said that the *customer trust variable* does not have a significant effect on *the Purchase Decision* of students who use Scarlett Whitening.

Discussion
The Relationship between Viral Marketing and Purchase Decisions
The first hypothesis in this study is that Viral Marketing has a positive and significant effect on Purchase Decision. The results of this study are supported by research conducted by Suciati and

Moeliono (2021) and Putri et al. (2022) which states that Viral Marketing has a significant positive effect on Purchase Decision. The test results show a coefficient value of b1 of 0.294 with a significance value of 0.012 <0.05, which means that there is a positive and significant effect of the Viral Marketing variable on Purchase Decision. Information related to products marketed with a viral marketing strategy is easier to remember, because products that are often talked about and heard continuously, this will attract the attention of consumers so that they will decide to buy (Putri et al., 2022).

The Relationship of Online Customer Reviews to Purchase Decisions
The second hypothesis in this study is that Online Customer Reviews have a positive and significant effect on Purchase Decisions. This is supported by Amelia's research (2021) which states that viewing reviews or reviews is mandatory for products or services to be purchased to reduce the risk of disappointment and become a benchmark for customers to compare these products. The test results show a b2 coefficient value of 0.507 with a significance value of 0.000 <0.05, which means that there is a positive and significant effect of the Online Customer Review variable on Purchase Decisions. *Online Customer Reviews* have a positive and significant effect on *Purchase Decisions. Online customer reviews* (OCRs) can contain positive or negative things about a product or company (seller) and are created by consumers via the internet (Auliya, et al. 2017:91).

Relationship between Customer Trust and Purchase Decision
The third hypothesis in this study is that Customer Trust has a positive but not significant effect on Purchase Decision. The positive meaning indicates that the better *the customer trust* , the better *the Purchase Decision* , but *customer trust* is not significant on *Purchase Decision* . So *customer trust* cannot be a determining factor *in Purchase Decision* .
This is in line with the opinion of Herviani et al. (2020) who said that the product meets consumer needs but has not been able to influence consumers in efforts to increase purchasing decisions. Another possible factor

that causes purchasing decisions to have no effect is the large number of similar products that have emerged and provide their own appeal and have uniqueness and consumer trust in the brand of a product so that *the purchase decision* is not very meaningful for consumers to buy a product.

CONCLUSION

Based on the results of data analysis and interpretation of the results, the following conclusions can be drawn in this study :

1. *Viral Marketing* has a positive and significant influence on *the Purchase Decision* of Scarlett Whitening products on the Shopee *e-commerce* for management students at Muhammadiyah University of Gresik.
2. *Online Customer Review* has a positive and significant effect on *the Purchase Decision* of Scarlett Whitening products on the Shopee *e-commerce* for management students at Muhammadiyah University of Gresik.
3. *Customer Trust* has a positive but insignificant effect on *the purchase decision of* Scarlett Whitening products on the Shopee *e-commerce* for management students at Muhammadiyah University of Gresik.

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