The Role of Influencer Marketing and Viral Marketing in Purchase Decisions for Kanzler Products on the TikTok Platform

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Abstract: The rise of social media platforms like TikTok that offer short-form videos tailored to user interests, new opportunities have emerged in marketing strategies. Currently, viral marketing has become a popular marketing strategy, relying on influencers to promote products. The younger generation is often easily influenced by the Fear Of Missing Out (FOMO) and, by leveraging viral marketing to tap into this emotion, it can drive consumers toward making a purchase decision. This research uses a quantitative method with purposive sampling, involving 225 TikTok users. Data was collected using a Google Form platform with questionnaires distributed to respondents online and analyzed using Smart PLS 4.0. The analysis results show that influencer marketing significantly affects purchase decisions for Kanzler products, but viral marketing has a larger and more significant impact on purchase decisions for Kanzler products.

Keywords: viral marketing, influencer marketing, purchase decisions, FOMO (Fear Of Missing Out), marketing strategies.

INTRODUCTION

Social media platforms have opened up new opportunities in marketing strategies, where influencer marketing and viral marketing have become two highly popular methods today. Social media can influence the consumer decision-making process, including product purchase decisions. (Muhajir et al., 2022).

Currently, among the younger generation, it is often easy to be influenced to purchase a product that is trending and widely discussed due to FoMO (Fear of Missing Out). According to (Kurniawan, 2019), an estimated 68% of Indonesia's millennial population is affected by FoMO. Factors such as social and cultural influences, age, and occupational background contribute to the development of FoMO, as individuals are easily influenced by their surroundings and tend to follow popular trends. (Mahmud et al., 2023).

Viral marketing campaigns efficiently connect with a wide audience and enhance consumers' brand perception through the content delivered (Puriwat & Tripopsakul, 2021). With social media

platforms like TikTok, which provide short videos tailored to user interests, products can be easily delivered. If a user watches a video to completion, the algorithm will show a subsequent video relevant to the one they watched. This is because the algorithm assumes the user is interested in similar content, thus continuing with related videos.

Viral marketing enables companies to present their products to consumers effectively, efficiently, and quickly. Therefore, through viral marketing, companies aim to maximize profits by selling more products while minimizing costs. (Hendriyadi et al., 2023). Therefore, many products use viral marketing promotion methods by employing influencers relevant to their products, increasing the quantity of promotional videos, and spreading them massively like a virus. This strategy creates the impression that the product is widely liked and in high demand. Users who see these videos are influenced by curiosity to purchase the product, and if they like it, they often post similar videos to follow the trend. This results in the product becoming viral. Viral marketing is also frequently utilized through the TikTok platform, which presents a significant opportunity for product promotion. TikTok has been used by 55.5% of brands to run influencer marketing campaigns (Perintis br lumban gaol et al., 2023).

Purchase decision is the stage where buyers have made their choice, completed the purchase of the product, and consumed it (Rasyiddin, 2021). As a result, purchase decisions are a fundamental aspect of consumer behavior that leads to the purchase of products or services. In making a purchase decision, consumers are influenced and motivated by various factors. Several marketing factors that attract consumers to make a purchase include influencer marketing, viral marketing, and product marketing itself. In this study, the author focuses on the Kanzler product brand.

The Kanzler product was chosen because it is a brand that is currently striving to expand its market share among the youth, who are increasingly influenced by social media influencers. The use of influencers in this marketing communication strategy has become the most utilized means for Kanzler to reach and attract new customers, provide information, and boost sales. (Gogali et al., 2022)

Currently, Kanzler is active in utilizing social media and has official accounts on TikTok, Instagram, and YouTube. The marketing strategy employed by Kanzler on TikTok includes sharing content featuring various recipes using Kanzler products, kitchen tips, and collaborating with various TikTok influencers to promote Kanzler products. Based on previous research by (Hafidhah, 2023) through a pre-survey conducted with 32 respondents who had purchased Kanzler products, 91% or 29 people had seen Kanzler's promotional content on social media, while 9% or 3 people had never seen Kanzler's promotional content on social media. The most frequently viewed promotional content by respondents was on TikTok, with 55% or 16 people. A total of 28% or 8 people saw promotions on YouTube, 14% or 4 people on Instagram, and 3% or 1 person saw Kanzler's promotion on Twitter. The reason why 3 people had never seen Kanzler's promotional content on social media was simply because they had never come across it
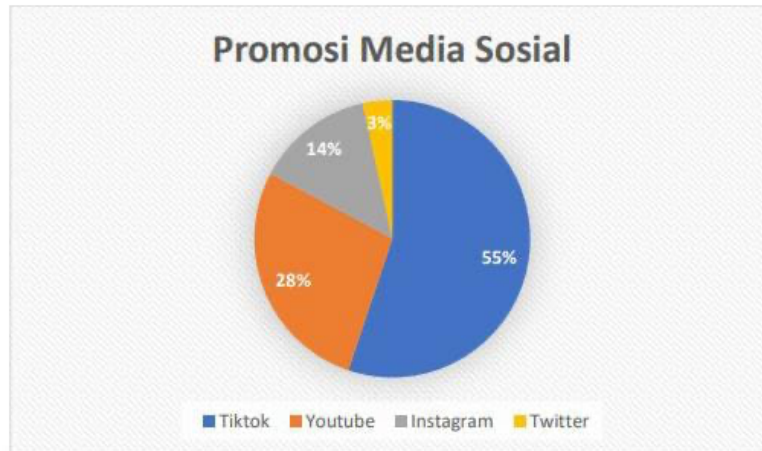
Figure 1. Most Viewed Kanzler Promotional Content on Social Media
Source : (Hafidhah, 2023)

Based on Figure 1, TikTok and YouTube are the social media platforms where respondents discovered the Kanzler product. However, the most frequent exposure to Kanzler products occurred on TikTok. This has prompted the author to explore and focus on this research.

This research is important to identify the factors that influence the effectiveness of influencer marketing and viral marketing in a specific context, namely Kanzler products on the TikTok platform. The results of this study can help the company modify their marketing strategies to achieve more optimal outcomes.
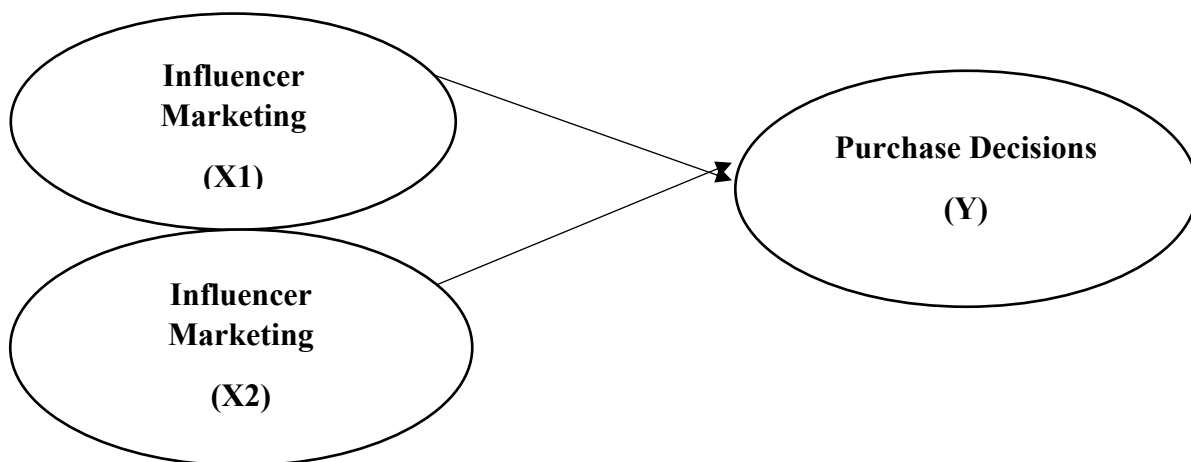

Figure 2. Conceptual Framework

H1 : The influencer marketing variable has a positive impact on the purchase decision of Kanzler products on the TikTok platform.

Influencer marketing is a marketing strategy that involves influential individuals (influencers) to promote products or services with the goal of expanding market reach, increasing sales, and building relationships with consumers (Lengkawati, 2021). Influencers, through their influence on audiences, are capable of affecting consumer behavior and purchase decisions. The appeal of influencers makes them an effective promotional tool, especially through endorsement collaborations. This has a positive impact on purchase decisions, as influencers with large followings can influence many people to buy the product simultaneously.

H2 : The viral marketing variable has a positive impact on the purchase decision of Kanzler products on the TikTok platform.

Viral marketing can help companies promote and inform the public about customer needs. It can increase sales because businesses must understand the brand that appeals to customers to make purchase decisions (Anindya & Indriastuti, 2023). The influence of viral marketing on consumer purchase decisions is highly significant, as through viral marketing, engaging content that is frequently shared can spark consumer interest and create greater awareness of the product. Content that goes viral generally has emotional triggers, such as humor, surprise, or visual appeal, making it more memorable to consumers. This influences consumer behavior to make a purchase, especially if the content is recommended by friends or influencers they trust. Thus, viral marketing is positively related to purchase decisions as it can generate interest, trust, and emotional drive, making consumers more likely to buy the promoted product.

METHOD

This study involves observing a specific population and sample, using tools to collect data, and analyzing it statistically. The researcher spend time writing, collecting, and analyzing the data from September 2024 to January 2025. According to (Hair et al. 2019), the ideal sample size is between 100-200 respondents, with a recommendation to exceed this number if possible. In line with this, Hair as cited in (Giantari et al., 2021) suggests multiplying the number of research indicators by 5 or 10 to determine the minimum sample size for a study.

In this research, there are 12 indicators, so the sample size can be calculated using this formula:
Sample size = Number of Indicators x 10
Sample size = 12 x 10 = 120

Therefore, based on this calculation, the study will involve 220 respondents who are TikTok platform users. After gathering the data through questionnaires, the data will be analyzed using SMARTPLS 4.0 software.

RESULT AND DISCUSSION
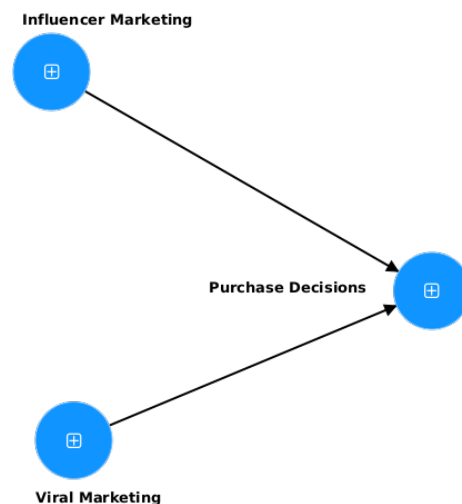**Model Specification**

Figure 3. Model Specifications

From the model's specifications, it can be concluded that both Influencer Marketing and Viral Marketing provide complementary contributions to purchase decisions. This indicates that combining the two marketing strategies can create a greater impact compared to using only one strategy.
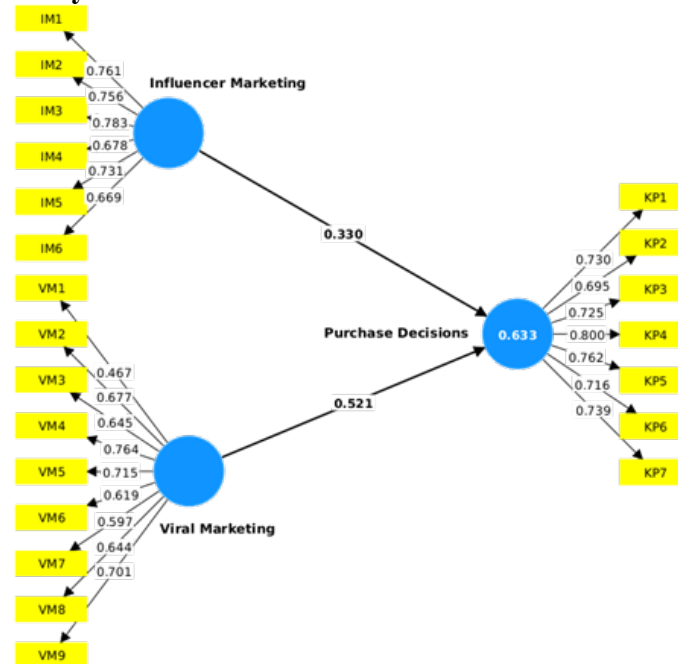
Results of Outer Model Analysis

Figure 4. Outer Model

Convergent validity

Table 1. Results of Convergent Validity Analysis

	Influencer Marketing	Purchase Decisions	Viral Marketing
IM1	0.761		
IM2	0.756		
IM3	0.783		
IM4	0.678		
IM5	0.731		
IM6	0.669		
KP1		0.730	
KP2		0.695	
KP3		0.725	
KP4		0.800	
KP5		0.762	
KP6		0.716	

KP7		0.739	
VM1			0.467
VM2			0.677
VM3			0.645
VM4			0.764
VM5			0.715
VM6			0.619
VM7			0.597
VM8			0.644
VM9			0.701

According to (Christian & Agung, 2020)an indicator is considered valid if its loading factor or outer loading value exceeds 0.70. Based on this criterion, it can be concluded that all statements are valid, and both Influencer Marketing and Viral Marketing have a significant influence on Purchase Decisions.

Discriminant validity

Tabel 2. Results of Discriminant Validity Analysis (Fornell Larcker)

	Influencer Marketing	Purchase Decisions	Viral Marketing
Influencer Marketing	0.731		
Purchase Decisions	0.713	0.739	
Viral Marketing	0.737	0.764	0.653

According to (Christian & Agung, 2020), the requirement for discriminant validity testing involves comparing the values of Cross Loadings with those of other constructs, where higher values indicate better discriminant validity. Based on this statement, it can be concluded that discriminant validity has been met.

Realibility

Table 3. Results of Reliability Testing

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Influencer Marketing	0.827	0.837	0.873	0.534
Purchase Decisions	0.861	0.862	0.894	0.546
Viral Marketing	0.829	0.841	0.868	0.426

A value is considered reliable if the Cronbach's Alpha exceeds 0.6 and the Composite Reliability is above 0.7 (Mathushan & Gamage, 2023). Based on these indicators, it can be concluded that the instruments used to measure Influencer Marketing and Purchase Decisions demonstrate good reliability and convergent validity.

Inner Model Analysis Result
Coefficient Of Determination (R^2)

It is a statistical measure used to evaluate how well a regression model (whether linear regression or other types of regression) explains the variation in the observed data.

Table 4. Result of Coefficient Of Determination (R^2)

	R-square	R-square adjusted
Purchase Decisions	0.633	0.630

The regression model used to predict Purchase Decisions explains approximately 63% of the variation in the data, indicating that the model is fairly effective in explaining purchase decision behavior (Hair et al., 2017). The adjustment made to the adjusted R² confirms that the model remains robust despite the influence of the number of independent variables. Overall, this model performs well for analyzing purchase decisions.

Cross-Validated Redundancy (Q^2)

Q^2 is a measure used to assess the model's ability to predict unseen data or data that was not used in its estimation. If the Q^2 value is greater than 0, the model is considered to have predictive relevance (Cahyadi et al., 2024).

Table 5. Result of Cross-Validated Redundancy (Q2)

	Q²predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE	IA_RMSE	IA_MAE
KP1	0.348	0.864	0.681	0.881	0.688	1.069	0.906
KP2	0.274	0.922	0.720	0.870	0.649	1.082	0.902
KP3	0.370	0.895	0.669	0.926	0.694	1.128	0.950
KP4	0.333	0.775	0.590	0.799	0.615	0.949	0.768
KP5	0.294	0.765	0.554	0.799	0.580	0.911	0.699
KP6	0.373	0.811	0.641	0.836	0.659	1.024	0.805
KP7	0.330	0.750	0.581	0.794	0.613	0.916	0.704

Based on the table results of Q^2, all variables exceed 0, which can be concluded that the model has good predictive relevance.

Effect Size (F^2)

F^2 is a statistical measure used in regression analysis to evaluate the extent of an independent variable's influence on the dependent variable in the model. F^2 measures the change in R² when an exogenous construct is added or removed from the model, which affects the endogenous variable. There are three criteria for F^2 values: 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect (Cahyadi et al., 2024).

Tabel 6: Result of Effect Size (F2)

	Influencer Marketing	Keputusan Pembelian	Viral Marketing
Influencer Marketing		0.136	
Purchase Decisions			
Viral Marketing		0.338	

From the results in the table above, it can be concluded that influencer marketing has a small effect on purchase decisions, while viral marketing has a very large effect on purchase decisions.

Path Coefficients (Hypothesis Testing)

Path Coefficients are used to measure the strength and direction of relationships between variables in a structural model. Hypothesis testing with P-Value helps determine whether the relationship between these variables is statistically significant.

In path coefficient testing, the coefficient value can range from -1 to +1. A relationship is categorized as positive and strong if the path coefficient value is closer to +1, while the relationship is considered negative and weak if the path coefficient value is closer to -1. (Rabaa'i, Ahmad., 2021).
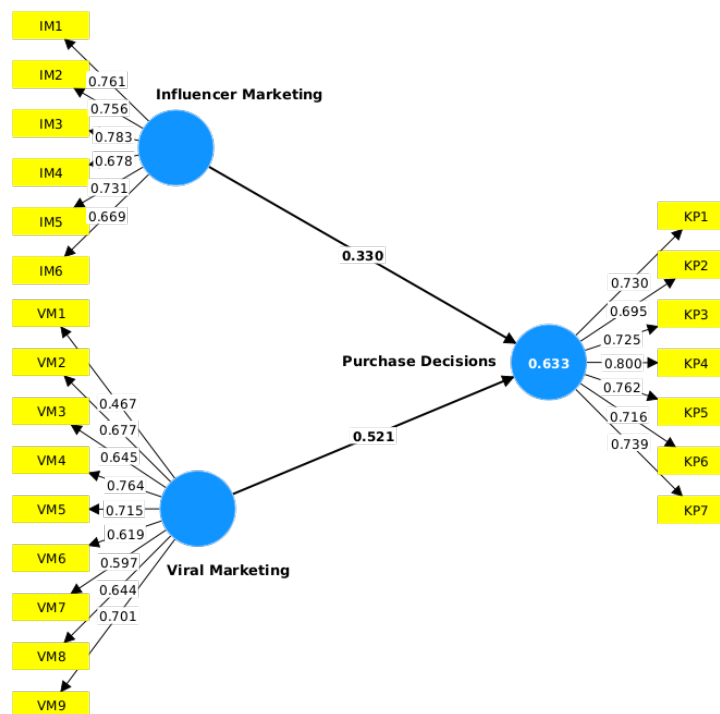

Figure 5. Path Coefficients

Table 7. Result of Path Coefficients (Hypothesis Testing)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Influencer Marketing -> Purchase Decisions	0.330	0.331	0.074	4.434	0.000

Viral Marketing -> Purchase Decisions	0.521	0.524	0.069	7.531	0.000

From the testing results above, it can be concluded that:
1. **Influencer Marketing -> Purchase Decision**
   Influencer Marketing has a significant impact on purchase decisions, with a coefficient of 0.330 and a P-value of 0.
2. **Viral Marketing -> Purchase Decision**
   Viral Marketing has a greater impact on purchase decisions compared to Influencer Marketing, with a coefficient of 0.521 and a P-value of 0.

CONCLUSION

This study investigates the role of Influencer Marketing and Viral Marketing in Purchase Decisions for Kanzler Products on the TikTok Platform. Based on the analysis conducted, influencer marketing has a significant impact on purchase decisions for Kanzler products on TikTok. Influencer marketing helps customers become aware of the product because they trust the influencers promoting Kanzler products. However, viral marketing has a greater and more significant impact compared to influencer marketing. Viral marketing is carried out through more frequent and massive videos, which makes customers more aware of the promoted products, ultimately leading to a purchase decision for Kanzler products on the TikTok platform.

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