

The Impact of Viral Marketing, Influencer Marketing and Celebrity Endorsers on purchasing decisions at Blibli E-commerce: Study of students in Indonesia

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Abstract: The phenomenon captured in this research is that in the top brand index from 2019 to 2023, Blibli is the e-commerce with the lowest top brand index. The aim of this research was to identify the influence of Viral Marketing, Influencer Marketing and Celebrity Endorsers on purchasing decisions at Blibli E-commerce. The respondents in this research were Indonesian students totaling 200 respondents, using purposive sampling data collection techniques. data processed with SPSS. The results of data processing show that, Viral Marketing, Influencer Marketing and Celebrity Endorsers have a positive and significant influence on purchasing decisions at Blibli E-commerce made by Indonesian students. The interesting thing in this research is that Indonesian students decide to buy products at Blibli because of celebrities. The endorser is Yura. This is because the communication style provided by Yura as a celebrity endorser is very attractive and convincing to Indonesian students.

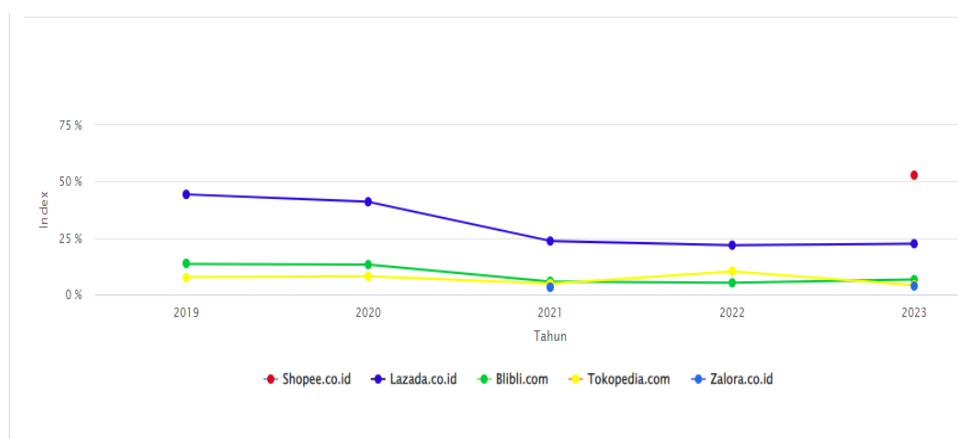
Keywords: Viral Marketing, Influencer Marketing and Celebrity Endorsers, purchasing decisions, Blibli E-commerce

INTRODUCTION

The convenience of consumer shopping is now made easier by the many choices of online shopping platforms. E-commerce competition in Indonesia is very rapid and they are competing to provide the best services and facilities for easy shopping. Each e-commerce has a way to meet sales targets. However, among these e-commerce platforms, Blibli.com has experienced a decline in sales from year to year, which can be shown by the following Top Brand data.

Table 1. Top Brand Index

Nama Brand	2019	2020	2021	2022	2023
Blibli.com	13.50	13.20	5.70	5.10	6.60
Lazada.co.id	44.30	41.00	23.70	21.80	22.50
Shopee.co.id	-	-	-	-	52.80
Tokopedia.com	7.60	8.00	4.80	10.20	4.10
Zalora.co.id	-	-	3.00	-	3.50



This research raises the topic of purchasing decisions through viral marketing, influencer marketing, and celebrity endorsers, where these three independent variables are several factors that cause a decline in sales. The key to viral marketing is comments or discussions on consumer websites and recommendations to other consumers. They will connect potential consumers who will use goods or services and recommend them to other consumers. Loyal internet users will find it easier to make decisions because they get additional information and suggestions from other users. Their appeal is related to the use of a product such as videos, games, images, emails and text messages, product bonuses, touching customer emotions. Viral marketing can be cheaper than purchasing in traditional markets, which is often promoted. Since then, the media mindset has begun to develop rapidly (Kagan, 2019). Influencer marketing is the process of identifying and activating individuals who have influence on a particular target audience to become part of a product campaign with the aim of increasing reach, sales, relationships with consumers" (Sudha & Sheena, 2017) According to (Kotler & Armstrong, 2020) celebrity endorsement is the use of sources as attractive or popular figures in advertising, so that they can strengthen the image of a brand in the minds of customers. Purchasing decisions are the activities of individuals who are directly involved in making the decision to purchase a product offered by the seller (Kotler & Keller, 2020) The aim of this research is to find out whether viral marketing, influencer marketing and celebrity endorsers influence consumers purchasing decisions on Blibli.com e-commerce?

DEVELOPMENT HYPOTHESIS

1. The influence of viral marketing on purchasing decisions

Research conducted by Furqon, (2020) states that viral marketing influences purchasing decisions. Another research conducted by Santoso, & Dwijayanti, (2022) stated that viral marketing has an influence on purchasing decisions. According to Pratama, Dewi, &

Wijayanto, (2022) stated that viral marketing influences purchasing decisions. From the research above, the following hypothesis can be formed:

H1: viral marketing influences purchasing decisions.

2. The influence of influencer marketing on purchasing decisions

Research conducted by Lengkawati, & Saputra, (2021) states that marketing influencers influence purchasing decisions. From the research above, the following hypothesis can be formed:

H2: influencer marketing influences purchasing decisions.

3. The influence of celebrity endorsers on purchasing decisions

Research conducted by Hutagaol, & Safrin, (2022) states that celebrity endorsers influence purchasing decisions. Further research conducted by Inggasari, & Hartati, (2022) stated that celebrity endorsers influence purchasing decisions. From the several expressions above, the following hypothesis can be formed:

H3: celebrity endorsers influence purchasing decisions.

RESEARCH METHODS

This research includes quantitative research that relies on the collection of primary data. The exact population in this study is not known and the sample in this study was 150 respondents by randomly distributing questionnaires using Google Form. The sample was obtained through a non-probability sampling method by applying a purposive sampling technique, which was selected based on certain criteria. Variable measurement was carried out using quantitative analysis using a 1-10 Likert scale in the questionnaire that the respondents had shopped at e-commerce blibli.com. with multiple regression analysis methods and SPSS analysis tools.

RESEARCH RESULTS AND DISCUSSION

1. Validity and reliability test

From all the indicators used, the calculated R is more than the table R, namely 1.614. Thus, it can be said that all indicators are valid.

Then, if the Cronbach Alpha value is more than 0.6, all variables are said to be reliable.

2. Test classical assumptions

Table 1. Normality test

Collinearity Statistics	
Tolerance	VIF
,510	1,961
,474	2,111
,515	1,941

Based on the table above, it shows that the Asym-sig value of 0.983 is more than 0.05, meaning the data is normally distributed.

Table 2. Multicollinearity test

		Unstandardized Residual
N		35
Normal Parameters(a,b)	Mean	,0000000
	Std. Deviation	2,36636616
Most Extreme Differences	Absolute	,078
	Positive	,078
	Negative	-,061
Kolmogorov-Smirnov Z		,461
Asymp. Sig. (2-tailed)		,983

The table below shows that the Tolerance value is more than 0.1 and the VIF value is less than 10. This shows that the data does not have symptoms of multicollinearity.

Table 3. Heteroscedasticity test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,060	1,611		2,520	,017
	VM	-,250	,082	-,663	-3,055	,105
	IM	,141	,098	,325	1,441	,160
	CF	,007	,068	,023	,104	,917

The table above shows that by using the Gletsjer test the significant value is more than 0.06. This shows that heteroscedasticity does not occur.

Table 4. T-test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,552	3,076		2,130	,041		
	VM	,398	,156	,387	2,548	,016	,510	1,961
	IM	,373	,187	,245	1,922	,000	,474	2,111
	CF	,519	,130	,604	3,995	,000	,515	1,941

The table above shows that the significant value for all variables, namely viral marketing, influencer marketing, and celebrity endorser is more than 0.05. This means that the hypothesis for these three variables is accepted, namely that there is a positive and significant influence between viral marketing, influencer marketing and celebrity endorsers on purchasing decisions.

DISCUSSION

In this research all the hypotheses proposed show good results, namely having a significant and positive influence, H1, h2, h3: viral marketing, Influencer Marketing and Celebrity Endorsers can influence purchasing decisions on the blibli.com application, which is in accordance with the results of research conducted by (Kholiq & Sari., 2021; Ganisasmara & Mani., 2020; Rayhaan & Pasaribu., 2022) which states that consumers will make purchasing decisions quickly if a shop or a product goes viral, and this This is still a current marketing trend, apart from that influencer marketing is also something that cannot be taken lightly, because its role is quite large in attracting consumers to buy products online, the role of influencers who are considered to be able to represent a product or e-commerce can make consumers deciding to buy a product, besides that, celebrity endorsers are also very important because celebrities often have lots of fans and are made idols by consumers. This can make consumers buy products on Blibli.com, meaning that there is a promotional method that involves Viral people, influencers or celebrities can lure consumers to make purchases at Blibli.com, and this marketing method is still widely used because the results can be felt directly by online shop service providers and consumers directly get new preferences from these promotional activities.

CONCLUSION

The results of the research show that all independent variables, namely viral marketing, influencer marketing and celebrity endorsers partially influence consumer purchasing decisions at e-comers blibli.com. It would be better for e-commerce blibli.com to increase their intensity in making their platforms viral on social media. Regarding influencers, blibli.com should be smarter in choosing influencers who suit the needs of consumers. Because an investor who has a good level of capability can persuade consumers to continue shopping on that platform. Celebrity endorsers who are well known by the public can increase consumers' interest in shopping on the blibli.com platform.

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