

Effect of Viral Marketing and Online Consumer Review on Buying Decision with Consumer Trust as an Intervening Variable on Korean Food Tteobokki in the TikTok Shop Application (Case Study on Millennial Generation, Medan Baru District, Medan City)

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ABSTRACT

The purpose of this study to discuss about effect of viral marketing and online consumer review on buying decision with consumer trust as an intervening variable on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation, Medan Baru District, Medan City. This type of research according to the level of explanation is causal associative. The research method in this study is a quantitative method. The population in this study are Millennial Generation consumers who have the TikTok Application who have purchased at least 1 time for Korean Food Tteobokki products at the TikTok Shop Application, Medan Baru District, Medan City, an unknown number. The sampling method used is non-probability sampling. The sampling technique is accidental sampling. The data used is primary data obtained directly from 140 respondents. Questionnaires that were filled in by respondents were analyzed by path analysis, then the Statistical Program for Social Science (SPSS) was used as an analysis tool. The results of this study indicate that viral marketing and online consumer review have a positive and significant effect on consumer trust on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation. Viral marketing, online consumer review, and consumer trust have a positive and significant effect on buying decision on Korean

Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation. Intervening variable of consumer trust are able to mediate viral marketing and online consumer review on buying decision on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation.

Keywords: Viral Marketing, Online Consumer Review, Buying Decision, Consumer Trust

INTRODUCTION

The rapid development of digital technology has made social media one of the media that is widely used by online businesses. What's more, since the outbreak of the COVID-19 virus pandemic that has hit the whole world, it has had a fairly basic impact on humans in carrying out their daily lives due to the lack of socialization contact with all humans to prevent the spread of the COVID-19 virus. This makes humans even more intense in using technology. One of the lifestyle changes after the pandemic, namely the increase in online shopping during the pandemic. Most people prefer to shop online rather than go directly to the store. In addition to minimizing cases of transmission, online shopping is also

considered to be more time-saving and efficient.

With the increase in this technology, consumers are always facilitated in all ways, from shopping, ordering food, ordering public transportation, only with a smartphone. Which makes it very easy for us to make decisions when shopping. One of the social media that is currently popular during this pandemic is the TikTok because it has active users, the TikTok feature is easy to use and the TikTok content is relatively often shared. The TikTok Application has actually become a mainstay of many well-known companies in marketing their products. Social media is a web-based technology that makes it easier for people to create, share, and exchange information in social communications and networks (Lee et al, 2015).

The TikTok Application has managed to beat Facebook and Instagram as the most installed application after WhatsApp with a total of 220 million downloads in 2019 (Sirclo, 2019). The longer the development of the TikTok, the more companies are starting to look at the TikTok as their marketing platform.

The TikTok recorded 656 million downloads in 2021. The second position goes to Instagram with 545 million downloads. In third place, Facebook reached 416 million downloads. The WhatsApp conversation app ranks fourth with 395 million downloads. Followed by another conversation application Telegram which ranks fifth with 329 million downloads. This shows that the TikTok downloads can trigger the marketing process, including by understanding the market and customer needs, designing marketing programs to attract and maintain relationships with customers so that users survive and are loyal to make purchasing decisions using the TikTok Application (Kotler and Amstrong, 2018).

The phenomenon of the TikTok Application is much-loved by the public because the TikTok Application offers different and

interesting features when compared to Instagram or Facebook. With the increase in users of the TikTok Application, it is not only used as a social media platform but can be used as a tool for business promotion to expand marketing, by developing its business towards e-commerce with a new feature, namely the Tiktok Shop Application. The purpose of making the Tiktok Shop Application feature is to provide more opportunities for businesses to market their products by utilizing creators to promote products to potential customers so that the products being promoted become viral or for your page (FYP) with the various facilities provided by the Tiktok Application. closing the possibility for consumers to switch directions from other e-commerce to the Tiktok Shop Application.

Kotler and Keller (2016), argued that purchasing decisions made by consumers also differ according to behavior and age in making purchasing decisions. When the TikTok Application is one of the social media trends that is often accessed by all ages, including teenagers. The development of the TikTok is increasing among teenagers who are starting to look at the of the TikTok as the most of the Tiktok users.

The average age of the TikTok users in Indonesia is 18-24 years with a percentage of 40%. While aged 25-34 years, 37% of them also still access the TikTok Application. Thus, there are as many as 76% of Indonesian people aged 18-34 years who access the TikTok Application. The majority of active users of the TikTok Application are teenagers aged 18-24 years or the so-called millennial generation, who adapt more quickly to the existence of the internet and are more comfortable with making purchases through online market places. In addition, the millennial generation often does not pre-screen the messages conveyed by the media, so that the effect conveyed by the media is getting stronger. Thus, affecting decision making that does not match expectations (Laudon and Laudon, 2012). This is what underlies

researchers to take the millennial generation as research subjects.

According to Buchari (2016) suggests that purchasing decisions are consumer decisions that are influenced by the economics of products, prices, locations, promotion of advertising features (viral marketing and online consumer review), so as to form attitudes in consumers to process all information and draw conclusions in the form of responses that appear what product to buy.

Promotion of food products plays an important role in purchasing decisions. One type of promotion on social media is the main choice for business people to encourage product purchases by means of electronic word of mouth. Dissemination of information through electronic word of mouth makes information spread faster and get more attention from consumers so that it becomes viral in a fast time so that it can be said to be a new marketing concept known as viral marketing.

Social media is able to expand the network of interaction between people from several different places, especially since the COVID-19 pandemic has forced people to stay at home to reduce high mobility and avoid crowds. The government's appeal that requires the Indonesian people to stay at home has forced employees and school children to carry out online activities. It is when at home that many people are looking for alternative entertainment by watching Korean dramas on Netflix, WeTv, and social media like the TikTok.

This consumptive behavior is of course also caused by the TikTok Shop's efforts to advertise Korean-style communities, which have a huge influence on buying interest and purchasing decisions for Tteobokki's products, thereby increasing sales of the company's products. According to previous research, there are several variables that can influence purchasing decisions, namely viral marketing and store location (Tendean et al., 2020).

Even though Tteobokki is in first place in the TikTok Shop sales, in reality there are still some users who feel disappointed and dissatisfied with Tteobokki's products. This can be seen through consumer reviews or ratings and reviews on Tteobokki products in the TikTok Shop Application. In the TikTok Shop Application, customers can provide an assessment of tteobokki products, both positive and negative values that customers feel when buying Tteobokki products.

In addition, there is also a trust factor which is a key factor of the many factors in buying and selling online (Baskara and Hariyadi, 2014). Consumer trust is often one of the obstacles that occurs in doing online shopping, sometimes consumers still feel worried about doing online-based shopping activities. This is because logically consumers have a higher level of perceived risk when shopping online than non-online transactions, for example in terms of delivery, payment and confidentiality of personal information. Trust in an online site is referred to as trust. Consumer trust is the key variable in developing consumer desires for long-lasting products to maintain long-term relationships, in this case the consumer's relationship with the brand of a particular company.

The purpose of this study to discuss about effect of viral marketing and online consumer review on buying decision with consumer trust as an intervening variable on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation, Medan Baru District, Medan City.

RESEARCH METHODS

This type of research according to the level of explanation is causal associative. Causal associative is research that intends to describe and test the hypothesis of a relationship between two or more variables (Sugiyono, 2014). The research method in this study is a quantitative method which can be interpreted as a research method

based on philosophy and positivism, used to examine certain populations and samples of data collection using research instruments, data analysis is quantitative/statistical in nature with the aim of describing and testing predetermined hypotheses (Sugiyono, 2014).

The population is a generalized area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2014). The population in this study are Millennial Generation consumers who have the TikTok Application who have purchased at least 1 time for Korean Food Tteobokki products at the TikTok Shop Application, Medan Baru District, Medan City, an unknown number.

The sampling method used is non-probability sampling. The sampling technique is accidental sampling. Accidental sampling, namely a sampling technique based on coincidence, is anyone who by chance meets a researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source (Sugiyono, 2014).. The data used is primary data obtained directly from 140 respondents. Questionnaires that were filled in by respondents were analyzed by path analysis, then the Statistical Program for Social Science (SPSS) was used as an analysis tool. Path analysis is an extension of multiple linear analysis, or path analysis is the use of regression analysis to estimate the causal relationship between variables (causal model) that has been previously established based on theory (Ghozali, 2016).

RESULT

General Description

The TikTok Shop Application

The TikTok Shop Application is a media platform that is an entertainment application in addition to being an entertainment application. The TikTok Shop Application also introduces a new feature, namely the TikTok Shop Application as a form of innovation and experimentation from the

TikTok Shop Application to provide a place for business people to apply it.

The TikTok Shop Application helps companies, business people, or online shops reach their targets as promotional media, information media, as well as a means of improving the image of the institution in front of the public. The TikTok Shop Application also provides a combination of marketplace and social media in one application and has many active users where the TikTok itself has approximately 800 million active users and on average they open the TikTok Shop Application 8 times a day and can enlarge the market as has been as previously explained, the TikTok is a social media platform that has the most users and is most frequently visited and have the opportunity to expand market reach and be able to attract customers so as to increase sales turnover.

Tteobokki Product

Tteobokki is a typical Korean food that often appears in scenes served in Korean dramas and Korean entertainment programs such as reality shows. In dramas, the players usually like to eat Tteobokki hot with steaming smoke. Initially, Tteobokki was a food that only existed in the former Korean royal court. With the development of the times, now all people can enjoy this rice cake food.

Regarding Tteobokki itself, it is a food in the form of Tteobokki made from rice flour cooked in spicy and sweet gochujang spices, for Tteobokki in the form of rods or cylinders and the taste is familiar to Indonesians, making Tteobokki a food that is in great demand by Indonesians, especially among young people Millennials. This food is widely sold in various supermarkets and marketplaces.

Figure 1. Tteobokki Product



Characteristics of Respondents

The characteristics of respondents based on gender were known to be male respondents, namely 19 respondents or 13.6% and 121 female respondents or 86.4%. Based on the characteristics of the respondents, it is known that the female respondents are more dominant. Because women are quicker to disseminate and receive information on social media, they are quick to decide to purchase Tteobokki products in the TikTok Shop Application. This is because women are creatures who like to socialize, women often tell their daily lives on social media, women are more intense in sharing information with friends, learning positive things, getting support from a network of friends or just sharing entertainment or unique content on the TikTok. In contrast to men who use social media more for matters of establishing relationships with friends, men do not use social media as intensely as women do.

Characteristics of respondents based on age, it is known that respondents aged 17 to 22 years amounted to 79 respondents (56.4%), aged 23 to 28 years amounted to 54 respondents (38.6%), and ages 29 to 34 years amounted to 7 respondents (5.0%). Based on the characteristics of the respondents, it is known that respondents aged 17 to 22 years are more dominant. Because today's consumers will be more interested in things that are current or currently viral among the public, especially consumers who are 17-25 years old who are young at heart and don't want to be left behind by existing trends. It can be seen that consumers shop at the TikTok Shop Application where the majority of students are still young at heart, especially things that are currently viral will make consumers interested in buying these products because things that are viral will be easy for consumers to talk about and this is an attraction for consumers to buy products that are currently viral on the TikTok and are considered an age that is already attached to the digital breath due to

demands and needs. At this age, they are more active in using social media. Because at this age, they are quicker to accept things that are viral.

Based on the characteristics of the respondents, it was found that there were 119 respondents with high school education (89.0%), 17 respondents with bachelor degree (12.1%), and 4 respondents with master degree education (2.9%). Based on these characteristics it is known that respondents with high school education are more dominant. Because consumers aged 17-25 years whose last education was high school, where many of them are currently studying, coupled with encouragement from social media. Every student definitely has social media because of the demands that are obtained either to communicate with each other between students or group work communities. In the world of social media, it seems that students will obey what is trending or currently viral and automatically the relationships that exist between social groups also encourage the behavior of imitating what their friends do on social media, in general it is a matter of life style. In making purchases in the TikTok Shop Application, students usually prefer to make transactions online because it is considered easier and saves a lot of energy.

Characteristics of respondents based on work known that respondents with jobs as students amounted to 55 respondents (39.3%), jobs as housewives amounted to 48 respondents (34.3%) and as entrepreneurs amounted to 37 respondents (26.4%). Based on these characteristics it is known that respondents who work as students are more dominant. Because in modern times students are very productive, many students are studying but also working, and in this study most students aged 17-22 years are young at heart and don't want to be left behind by the existing trends. So that in terms of student material it is very sufficient to be able to buy Tteobokki products in the TikTok Shop Application and many students decide to purchase online because in online stores

many price and taste variants are offered so that students are more interested in buying online in the TikTok Application.

Path Analysis Results

Table 1. Path Analysis Results

Variable	Coefficient	Pvalue	Information
$X_1 \rightarrow Y$	0.336	$0.005 < 0.05$	H_a Received
$X_1 \rightarrow Z$	0.452	$0.000 < 0.05$	H_a Received
$X_2 \rightarrow Y$	0.363	$0.007 < 0.05$	H_a Received
$X_2 \rightarrow Z$	0.445	$0.000 < 0.05$	H_a Received
$Z \rightarrow Y$	0.261	$0.03 < 0.05$	H_a Received
$X_1 \rightarrow Z \rightarrow Y$	0.113	$0.039 < 0.05$	H_a Received
$X_2 \rightarrow Z \rightarrow Y$	0.095	$0.016 < 0.05$	H_a Received

Source: Processed Data (2022)

The results of this study indicate that viral marketing (X_1) and online consumer review (X_2) have a positive and significant effect on consumer trust (Z) on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation. Viral marketing (X_1), online consumer review (X_2), and consumer trust (Z) have a significant effect on buying decision (Y) on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation. Intervening variable of consumer trust (Z) is able to mediate viral marketing (X_1) and online consumer review (X_2) on buying decision (Y) on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation.

CONCLUSION AND SUGGESTION

The results of this study indicate that viral marketing and online consumer review have a positive and significant effect on consumer trust on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation. Viral marketing, online consumer review, and consumer trust have a positive and significant effect on buying decision on Korean Food Tteobokki in the TikTok Shop Application, case study on Millennial Generation. Intervening variable of consumer trust are able to mediate viral marketing and online consumer review on buying decision on Korean Food Tteobokki in the TikTok Shop

Application, case study on Millennial Generation.

The suggestions for this research are:

1. The results of the study show that viral marketing has a positive and significant effect on consumer trust, so it is expected that Tteobokki products must be able to improve quality and update products and provide clear information about Tteobokki products such as prices and promotions given because the clarity of information provided by Tteobokki products gives trust to prospective customers. and for the TikTok Shop Application, it improves the quality of its services such as adding interesting features, and making it easy for consumers to shop at the TikTok Shop Application. so that consumers have good trust and make consumers more interested in Tteobokki products and are able to improve good and correct consumer decision making.
2. The results of the study show that online consumer review has a positive and significant effect on consumer trust, so it is expected that Tteobokki products must increase in quality such as good product packaging, and estimates for product delivery to consumers must be on time according to the information provided on the TikTok Shop Application. So that with good quality, many consumers give reviews that lead to a positive direction and give confidence to other prospective customers as their reference in buying these products.
3. The results of the study show that viral marketing has a positive and significant effect on buying decision, so it is hoped that for Tteobokki products it is necessary to make videos that are trending on the TikTok Shop Application about Tteobokki products so that the video can become (FYP) of course it will encourage products to be increasingly recognized by people from all walks of life , with viral marketing,

people can get information more easily about Tteobokki products and encourage people to make buying decision for Tteobokki products.

4. The results of the study show that online consumer review has a positive and significant effect on buying decision. It is hoped that the TikTok Shop Application and Tteobokki products will provide facilities that allow consumers to freely and easily write their comments and opinions online regarding various products or services, because that is a consideration for the potential customers to make purchasing decisions for Tteobokki products with positive reviews given by consumers who have purchased Tteobokki products on the TikTok Shop Application can have a major influence on buying decision.
5. Future researchers are expected to be able to make improvements by adding independent variables other than the dependent variable contained in this study, so that they can explain more about buying decision.

Declaration by Authors

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