

Impact of Viral Marketing TikTok Affiliation, and Pricing on Purchase Intentions for Mithochiba Choppers at TikTok Shop

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ABSTRACT

Viral Marketing is a marketer's technique of conveying marketers' messages from one consumer to another through viral digital methods in the form of emails or videos posted on personal blogs and forwarded to blogs or other sites. TikTok Affiliate is a program created by TikTok for users who want to earn extra money by promoting products sold by shops on the TikTok Shop. This can be seen on the TikTok account @Mithochiba in an effort to utilize digital marketing by creating video content with affiliates regarding interest in buying Mithochiba chopper products at the TikTok shop. This research was conducted to determine whether there was an influence of TikTok affiliate viral marketing and price on interest in buying Mitochiba choppers. The method used in this research is a quantitative research method. The population in this study is included in the infinite population, namely followers who have seen affiliate content on the @Mithochiba account and decided they are interested in buying Mithochiba chopper products. The sample size in the study was 100 respondents with associativity using the purposive technique using PLS - SEM with the help of the SmartPLS 4.0 application. The research results show that the viral marketing variable significantly influences buying interest and the price variable significantly influences purchase intention in Mithochiba choppers at the TikTok shop.

Keywords: *Viral Marketing; Price; TikTok affiliate; purchase intention..*

INTRODUCTION

Social media is a tool for communicating quickly and sophisticatedly, with the sophistication of the internet nowadays social media is certainly very popular, apart from making it easier to communicate social media can also be used to promote a product and even social media can also be used for learning, but apart from that Social media is a tool for communicating by prioritizing a contemporary style so that it can make its users famous or can also be called popular, in this case social media is very popular with all groups.(Son, 2020)

In the contemporary corporate landscape, there exists a heightened level of challenges and competitiveness in the pursuit of acquiring market share. To obtain a competitive edge, companies must adeptly and proficiently leverage their available resources. In order to thrive amongst competition, it is imperative for any business entity to possess the ability to formulate an effective marketing strategy. One such plan involves the implementation of a marketing mix, which includes digital marketing as a key component. Digital marketing is a highly sought-after marketing medium due to its diverse range of activities, which has garnered significant public interest. Organisations are increasingly opting to deviate from old marketing strategies and transition towards contemporary marketing approaches, including digital marketing. Digital marketing enables the execution of communication and transactional activities at any given time within the realm of digital marketing.(Sopiyan, 2022)

Viral marketing can be stimulated by affiliate marketing. defines affiliate marketing as a collaborative activity involving an organization, company, or situation to obtain benefits for both parties to an agreement through the activity of advertising a product or service.(Munawwaroh, 2020)

TikTok is a brief music video platform that was introduced by Zhang Yiming in 2016 and is currently owned by the ByteDance corporation. This platform serves as a medium for individuals to showcase their creative abilities through the production of videos that elicit authentic, motivational, and enjoyable experiences. The TikTok application also introduces a new feature, namely TikTok For Business, as a form of innovation and experimentation for the TikTok application to provide a platform for business people to use the application. TikTok's new way is to present various new features, one of which is starting to expand into the e-commerce market by adding online shopping features. In addition to its utilisation for business purposes, TikTok has recently introduced a new functionality wherein users can include a hyperlink to an e-commerce website within their profile biography. This feature bears resemblance to Instagram's profile area, wherein users have the ability to access the provided link and navigate directly to the associated website. Along with the widespread use of TikTok among teenagers and even online business people, business competition has become very tight..(Azizah, 2021)

TikTok Affiliate is a program created by TikTok for its users who want to earn extra money. The method is quite easy, you only need to promote the products sold by the seller on the TikTok Shop. The affiliate will receive a commission from the goods sold, according to the agreement. Affiliate comes from the word affiliate. An affiliate is a person who participates in an affiliate program from a certain company or institution whose job is to offer the company's products to other people and will receive a commission. In the business world, especially marketing, affiliates have an important role, especially for new products.(Yusuf Abdul, 2019)

Previous research conducted by entitled "The Influence of Shopee Affiliate Viral Marketing, Product Quality, and Price on Shopee Indonesia Consumers' Purchase Interest (Study of Generation Z TikTok Users in Sidoarjo).(Andriyanti & Farida, 2022)

Price refers to the monetary value that is transferred in return for the acquisition of a certain goods or service. Moreover, pricing can be defined as the aggregate of all the values that individuals trade in return for the quantity of advantages derived from the possession or utilisation of commodities and services. (Sciences, 2020)Peherelaian ofsefruit prices are intetap memiLiKiaspek dejust my goalherelaiconsumern, That meobedient(Amstrong, 2021). explains price indicators, namely price affordability, price suitability to product quality and price competitiveness.

In general, viral marketing can influence purchasing interest. What can make it viral is being active and having active video content on social media. Consumers who are active on social media can make it easier to disseminate information, facilitate communication, and so on. Consumers can also obtain information regarding products and where the products will be purchased by having an active chat group on social media. Consumers can easily discuss various products they will buy, including information about product quality, price and so on. Moreover, the presence of a dynamic chat group might facilitate the generation of consumer interest in making purchases. Purchase interest refers to a consumer's inclination or desire to acquire a product, whether it be products or services. This inclination is shaped by external factors, such as attitudes held by others, as well as internal factors within the consumer themselves (Rahayu, 2018).

METHOD

In the context of quantitative research with a causal approach, associative relationships are examined. Causal associative research involves the development of a research problem that seeks to investigate the association between two or more variables. A causal link refers to a connection between two variables when one variable influences or causes changes in the other variable, resulting in a cause-and-effect relationship. The population in this study was taken from followers of the TikTok account @mitochiba.id. These followers numbered 314,200,000 as of October 29. Ensuring clarity in the distribution of the questionnaire necessitates the identification of a suitable sample for this study. Consequently, the number of respondents selected as the sample for this study was 100. The researcher employed a non-probability sampling approach, specifically utilising a purposive sampling strategy. The non-probability sampling method is a sampling approach that does not afford an equal likelihood for every element or member of the population to be chosen as a sample. In order to obtain samples from the population that meet specific requirements, it is necessary to identify individuals who possess a TikTok application account and are fans of Mitochiba, having viewed videos from the affliator throughout the period spanning December 2022 to May 2023. The employed methodology for data analysis involves the utilisation of multiple linear regression.

RESULT

1. Instrument Test Results

1) Validity test results

The validity test carried out in this research uses private correlation and is processed using an applications *smart pls 4* Validity testing in this study was carried out on 100 respondents with an error level of 5% or 0.05, so the r table was 0.196, while the decision making was based on $r_{count} > r_{table}$

Table 1. Viral Marketing Validity Test Results

No	Items	r count	r Table	Information
1	Question X1.1	0.918	0.196	Valid
2	Question X2.2	0.919	0.196	Valid
3	Question X3.3	0.11	0.196	Valid

Based on table 1 above, the results of the validity test on the variables *Viral marketing (X1)* which consists of 3 question items, it can be seen that all items are declared valid, because they have a calculated r value > 0.196 . Source: processed data, (2023)

Table 2. Price Variable Validity Test Results

No	Items	r Count	r Table	Information
1	Question X2.1	0.892	0.196	Valid
2	Question X2.2	0.920	0.196	Valid
3	Question X3.3	0.910	0.196	Valid

Based on table 2 above, the results of the validity test on the variable *Price (X2)* which consists of 3 question items can be seen that all items are declared valid, because the calculated r value is > 0.196 . Source: processed data, (2023)

Table 3. Validity Test Results for Purchase Interest Variables

No	Items	r Count	r Table	Information
1	Question Y1.1	0.851	0.196	Valid
2	Question Y2.2	0.890	0.196	Valid
3	Question Y3.3	0.906	0.196	Valid
4	Question Y4.4	0.896	0.196	Valid

Based on table 3 above, the results of the validity test on the purchase interest variable (Y) which consists of 4 question items can be seen that all items are declared valid, because they have a calculated r value > 0.196 Source: processed data, (2023).

2) Reliability Test Results

The results of the reliability test can be seen by the magnitude of alpha a. if the alpha value is > 0.6 then it is declared reliable, if the alpha value is < 0.6 then it is declared unreliable.

Table 4. Variable Reliability Test Results

No	Variable	Number of Questions	Alpha Compute	Alpha Coefficient	Information
1	<i>Viral Marketing(X1)</i>	3	0.904	0.6	Reliable
2	<i>Price (X2)</i>	3	0.895	0.6	Reliable
3	<i>Purchase intention (X3)</i>	4	0.908	0.6	Reliable

Source: processed data, (2023).

Based on the reliability test results in table 4, it can be seen that all the variables tested have Cronbach's Alpha values > 0.6 so it can be concluded that the three variables, namely the *Viral Marketing*, *Price* and *Purchase Intention* variables, are declared reliable.

2. Data Analysis Results

1) General Data of Respondents

In this research, general data on respondents regarding consumers of Mithochiba chopper products can be seen in the table below:

a. Gender

General data on respondents based on gender for consumers of Mithochiba chopper products. This can be seen in table 5 below:

Table 5. Respondents by gender

Gender	Amount	Percentage %
Man	40	40%
Woman	60	60%
Amount	100	100%

Source: processed data, (2023).

From table 5 it can be seen that the 40 respondents in this study were male, equivalent to 40%, while the 60 respondents were female, equivalent to 60%. So it can be concluded that out of 100 respondents, the highest number of consumers of Mithochiba chopper products are women.

b. Age

General data on respondents based on age for consumers of Mithochiba chopper products can be seen in table 6 below:

Table 6. Respondents Based on Age

Age	Amount	Presentation %
< 20 years	19	19%
25-34 years old	79	79%
30 > years	2	2%
Amount	100	100%

Source: processed data, (2023)

From table 4.6 above, it can be seen that the respondents in this study were 19 respondents or 19% aged < 20 years, 79 respondents or 79% aged 20 - 30 years, 2 respondents or 2% aged > 30 years, so it can be seen It was concluded that of the 100 respondents who were purchase intention Mithochiba Chopper products at the TikTok Shop, most of them were 20 - 30 years old, namely 79 respondents.

c. Work

General data of respondents based on occupation of consumers of Mitochiba chopper products. This can be seen in table 7 below:

Table 7. Respondents based on work

Work	Amount	Presentation %
Student/Students	78	78%
Government employees	2	2%
House chores	1	1%
Employee	7	7%
Other	9	9%
Amount	100	100%

Source: processed data, (2023)

Based on table 4.8 above, it can be seen that the respondents in this study were 78 respondents or 78%, 2 respondents or 2% were private employees, 1 respondent or 1% were civil servants, 7 respondents or 7% were employees. %, and the others were 9 respondents or

9%. So it can be concluded that of the 100 respondents who expressed interest in buying, most of them were students, namely 78 respondents.

2) Classic Assumption Test

a. Normality test

The normality graph is presented in the following figure:

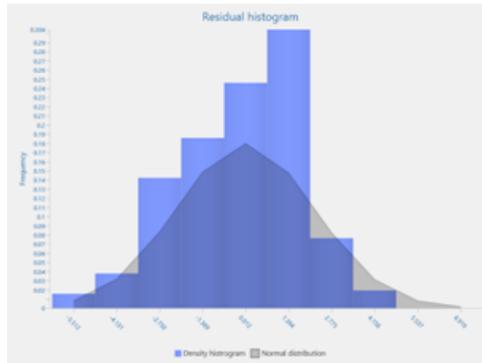


Figure 1. Normality Test

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

Based on Figure 1, the results show that all data is not normally distributed, because the distribution of data is not around the diagonal line

b. Test multicollinearity

i The Multicollinearity Test graph can be seen in table 8 below:

Table 8. Multicollinearity Test

	VIF
Viral Marketing	1,734
Price	1,734

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

It can be seen in table 8 that the results of the multicollinearity test show that the VIF value for all independent variables is <10, which means that the values for the variables above do not show any symptoms of multicollinearity.

c. Autocorrelation Test

The Autocorrelation Test graphic can be seen in table 9 below:

Table 9. Autocorrelation Test

	Purchase Intention
R-square	0.674
R-squareadjusted	0.667
Durbyn-Watson test	2,196

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

In table 9 above it can be seen that the resulting Durbin-Watson value is 2.196. Because the Durbin-Watson value is between <1 and >3, it means that the model above does not have an autocorrelation problem.

d. Heteroscedasticity Test

The Heteroscedasticity Test graphic can be seen in table 10 below:

Table 10. Heteroscedasticity Test

	Test-Statistic	df	P value
Breusch-Pagan Test	1,482	2	0.477

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

In table 10 above, it can be seen that the points are spread randomly or do not form a clear pattern and are spread both above and below the number 0, so this means that heteroscedasticity does not occur in the smart PLS multiple linear regression model.

e. Multiple Regression Test

The Multiple Regression Test graphic can be seen in table 11 below:

Table 11. Multiple Regression Test

	Koefisien which til'm instandardisasi	Koefisien standardsasi	Nilai (T value)	Nilai (P value)
Viral Marketing	0.427	0.365	4,774	0,000
Price	0.688	0.535	7,011	0,000
IntercePT	1,479	0,000	1,733	0.086

Sourcer : Lampiran Smart PLS 4 RegresiLihereer Berganda (2023)

Based on Table 11, it can be seen that the results of the resulting financial analysis are:

- 1) The Constant value α is 1,479. It can be stated that if Viral Marketing and Price are considered 0 (zero), then Interest in Buying Mithochiba Choppers at the TikTok Shop is 1,479
- 2) The regression coefficient value for the Viral Marketing variable is 0.427. It can be stated that if Viral Marketing gets better and assuming other variables remain constant, Purchase Interest will increase.
- 3) The regression coefficient value for the Price variable is 0.688. It can be stated that if the price gets better and assuming other variables remain constant, buying interest will increase.

DISCUSSION

That there is a positive influence on the variable use of Viral Marketing on buying interest. Where Viral Marketing gives rise to behavior in respondents who mostly talk about products on TikTok Affiliate, they are interested in buying Mithochiba chopper products because they feel they will get benefits regarding the product they want to buy through Viral Marketing (Affliator) content. Viral Marketing is a Viral Marketing marketing technique in conveying the marketer's message. from one consumer to another through digital means in the form of emails or videos posted on personal blogs and forwarded to blogs or other sites. In the Viral Marketing variable there are 3 indicators, namely: product knowledge, clarity of product information and discussion about the product. The benefits obtained from Viral Marketing are

extensive marketing, reducing operational costs, relatively affordable and making it easier to control product sales, creating a better brand image and increasing information distribution so that it is easy and fast. An example of affiliate content from TikTok affiliates for Mithochiba choppei products is the official TikTok account @Tokomamagigi which has a number of followers of 1,4000.00 million and displays promotions for Mithochiba chopper products through videos and live content every day.

The pricing, which represents the monetary expenditure by the Company, exerts a favourable impact on fluctuations in market interest rates. The provided prices are derived from the behavioural responses of TikTok affiliates towards purchasing interest, with a focus on aligning price and quality. This approach aims to enhance consumer interest in purchasing high-quality and advanced chopping equipment, thereby facilitating cooking processes. On a daily basis, the prices at this establishment exhibit a higher degree of costliness in comparison to other retail establishments. Consumers refer to individuals or entities who engage in the acquisition of a product or service, typically including the exchange of value, in order to receive ownership, advantages, or usage rights. The pricing variable comprises four indicators, specifically: pricing Affordability, Price Match with Product Quality, Price Competitiveness, and Price Match with Benefits.

Purchase interest refers to the inclination of consumers towards a particular product, whether it be products or services. This inclination is shaped by external factors, such as attitudes held by individuals other than the buyer, as well as internal factors that are intrinsic to the consumer themselves. The buy interest variable comprises four indicators, specifically Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest.

CONCLUSION

That Viral Marketing partially has a positive and significant effect on purchase intention Mitochiba choppers at the TikTok Shop. This can be interpreted as Viral Marketing as a reference for finding out about a Mitochiba Chopper product on the TikTok Shop, and consumers mostly talk about the product on TikTok Affiliate regarding their interest in buying Mitochiba Chopper products because they feel they will get benefits regarding the product they want to buy through Viral Marketing (Affliator) content, price The product has an influence on buying interest in the Miitochiiba Chopper at the iTikTok Shop. The price given by the behavior of respondents on TikTok Affiliate regarding buying interest is more in line with price and quality, so that the products offered by affiliates to consumers are increasingly interested in buying with high-quality chopper tools that make it easier to cook everyday and are at a price compared to other stores. The two independent variables in this research, namely Viral Marketing and Price, simultaneously have a positive and significant effect on interest in purchasing Mitochiba Chopper products at the TikTok Shop. This can be interpreted as saying that the stronger the influence of viral marketing through TikTok affiliates on TikTok social media, offering superior product quality, and adjusting prices will increase purchasing interest.

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