

The Effect of Viral Marketing and Perceived Advertising Value on Purchase Intention with Attitude toward Behavior

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The Effect of Viral Marketing and Perceived Advertising Value on Purchase Intention with Attitude toward Behavior as an Intervening Variable on Fashion Products at TikTok Shop in Indonesia

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ABSTRACT: Viral marketing is a new phenomenon brought about by the usage of social media in marketing. One example of the implementation of viral marketing in social media is TikTok Shop. TikTok Shop is a new feature that business people can use to make buying and selling transactions and make it easier for consumers to shop while viewing viral videos, advertisements, and reviews of a product. TikTok also has an advertising feature or TikTok Ads which is very effective and attracts the attention of many corporate marketers. Advertisements can influence consumers' perceptions after observing and viewing advertisements called perceived advertising value. Viral marketing and perceived advertising value can influence consumer attitude toward behavior. Attitude towards behavior can affect purchase intention. This study uses a type of quantitative research with an explanatory research approach. The selected population is TikTok Shop users. The sample used was 349 respondents. Non-probability sampling with the type of approach, namely purposive sampling, was the sampling method employed in this research. This research uses the path analysis method. Based on the research results, viral marketing, perceived advertising value, and attitude toward behavior have a positive and significant effect on purchase intention.

KEYWORDS - Viral Marketing, Perceived Advertising Value, Attitude Behavior, Purchase Intention, TikTok Shop

I. INTRODUCTION

1.1 Background

The times have changed many things that appear in human life such as the emergence of new technologies, namely the internet and mobile phones (Zernigah & Sohail, 2012; Adisasmita, 2021; Indrawati & Rizqullah, 2022). The development of information technology has changed very rapidly over time and has an impact on society from Generation X to the Alpha generation (Indrawati & Rizqullah, 2022; Putri, Fitriani, Azhari, Herdiany, & Amin, 2022). Utilizing the Internet network to interact, disseminate information, and advertise their products, businesses are also affected by the development of the Internet (Nggilu, Tumbel, & Djemly, 2019; Nordin, Mohamed, & Jaidon, 2019). Based on We Are Social data (2023), Indonesia has 276.4 million inhabitants with 353.8 million mobile phone connections, 77% or 212.9 million internet users as of January 2023. In addition, there are 167 million active social media users with a percentage of 60.4% (Kemp, 2023). The rapid development of the Internet also has an impact on changes in communication between individuals, namely through online media or social media which is then utilized as a medium for doing business by doing digital marketing called social media marketing (Ethelda, Yusuf, Hanun, & Sewaka, 2022; Nordin, Mohamed, & Jaidon, 2019). Viral marketing is a brand-new phenomenon brought about by the use of social media in marketing (Ethelda, Yusuf, Hanun, & Sewaka, 2022).

Viral marketing is the process of spreading information quickly and widely through social media a product to the public (Fitriani, Hadita, & Faeni, 2022). In other words, word-of-mouth advertising through social media is also known as viral marketing. This new marketing phenomenon makes it possible to reach a wider audience because people have more online 'friends' who can continuously share information (Nordin, Mohamed, & Jaidon, 2019). Viral marketing strategies allow individuals to voluntarily share messages or information from a preferred product with other individuals such as friends, relatives, family, and others (Widya & Riptiono, 2019; Natalia & Sudrajat, 2022). Viral marketing can stimulate consumers by creating interesting viral content so that products are likely to be purchased (Fitriani, Hadita, & Faeni, 2022). However, marketers

must also pay attention to several important elements in viral marketing, namely informativeness, entertainment, irritation, and source credibility.

TikTok is one example of how viral marketing is used in social media. A social networking platform called TikTok enables users to post brief videos of everyday activities like singing and dancing (Indrawati & Rizqullah, 2022). TikTok continues to develop and innovate its application and in April 2021, TikTok launched its new feature, TikTok Shop. TikTok Shop is a new feature that can be used by business people to make buying and selling transactions and make it easier for consumers to shop while viewing viral videos, advertisements, and reviews of a product (Alifah, Herachwati, & Muhtadi, 2022; Febrianti, Nuraini, & Firmansyah, 2022). Currently TikTok Shop is a new phenomenon and trend for business people in developing their promotional strategies. As for consumers, it is a new trend and phenomenon because TikTok Shop is different from other social media where consumers can make transactions directly without a third party (Hasibuan & Ramadhani, 2022). TikTok is also a new trend in the world of marketing. This is evidenced by data from Meltwater (2023) that TikTok is the top 2023 Marketing Trend because it has promotional methods that are different from other social media, namely video features, advertisements, live streaming, baskets, and choices of payment transaction methods (Sulistianti & Sugiarta, 2022; murh, Risnawati, & Chamdiyah, 2022; Hasibuan & Ramadhani, 2022).

TikTok also has an advertising feature or TikTok Ads which is very effective and attracts the attention of many corporate marketers. Advertising on TikTok has a different concept from other social media, namely the way information is conveyed (Murjiati, 2021). Perceived advertising value is the entire representation and assessment or evaluation of an advertising value (Qin & Yan, 2017). Advertising value is a tool used to evaluate the performance and subjective value of the usefulness or benefits of advertising that consumers need, want and feel (Kharisma, Adiprasetya, Djohan, & Gunadi, 2022; Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022). The advertising value model is a very effective theory and has been widely used to understand and determine consumer attitudes and perceptions of advertising (Arora & Agarwal, 2019). However, there are several important elements that online marketers or business people need to pay attention to in creating advertisements so that they have a good perception of value and can influence consumer attitudes or responses. These elements are entertainment, information, irritation, credibility, interactive, personalization, and incentive. Furthermore, consumer attitudes or responses to perceived advertising value can influence consumer buying interest.

Viral marketing and perceived advertising value can influence consumer attitude toward behavior (Arora & Agarwal, 2019; Masrom, Rasi, Tamam, & Ibrahim, 2021; Tandijaya & Samuel, 2021; Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022). Attitude toward behavior is the result of each individual's evaluation positively and negatively or likes and dislikes towards a certain object or interest which then affects the decision (Iskandar & Saragih, 2018; Syarfi & Asandimitra, 2020; Herdiansyah, 2020). The influence of attitudes on advertising effectiveness or attitude towards advertising is very important to be studied and understood by company marketers, because marketers can selectively work on attitudes that form on an advertisement and then these attitudes affect brand advertising (Arora & Agarwal, 2019). Attitude toward behavior is closely related to emotional, feelings of like or dislike and understanding or knowledge which then turns into the result of evaluating individual feelings on a decision (Iskandar & Saragih, 2018; Syarfi & Asandimitra, 2020; Herdiansyah, 2020). Consumer attitudes have three important components, namely cognitive, affective, and conative. Therefore, attitude toward behavior or consumer attitudes are used as intervening variables because they can influence consumer purchase intentions or can be said to determine whether consumers intend to buy or not. The better the assessment of an object, the better the intention generated by the individual (Angraini & Patricia, 2018). This intention is in the form of purchase intention which is a psychological stage included in the purchasing decision-making process (Lin & Nuangjamnong, 2022). Purchase intention depends on recommendations and brand value shared by consumers through social media platforms. Consumer desires can be stimulated through several things that make advertisements more attractive so that the promoted product has the possibility to be purchased (Rivaldo, 2016).

Based on the results of the research described above, there is no research that uses the incentives element in the perceived advertising value variable and no research that combines viral marketing and perceived advertising value. Therefore, it is necessary to conduct new research to complete the elements of perceived advertising value (entertainment, information, irritation, credibility, personalization, interactivity, and incentives) which can be useful for online businesspeople in creating advertisements that will be viralized. Through this research, online businesspeople can understand the attitudes or responses that are generated after

consumers see ads or viral content from the products offered, whether they have a tendency towards buying interest or not. If online shop businesses can understand consumer behavior and attitudes or responses, then businesses can create advertisements that are tailored to consumer interests and needs. This research is important for online shop businesses because an advertisement can have good value from the consumer's point of view if it contains clear, up-to-date, easy-to-understand and reliable information with a touch of entertainment such as music, writing, models or style. Ads that are tailored to consumer interests and provide a wide range of offers and minimise distractions such as manipulative or exaggerated messages, insults, and ridicule can also increase the value of advertising. This can lead to positive attitudes and have a tendency that consumers are interested in buying. This research is also important for consumers because it provides information that advertisements and viral content that have been seen do not necessarily have a tendency to intend to buy. In addition, it provides information to consumers regarding factors that unwittingly take part in the purchase intention of an advertisement and viral content.

Based on the background explanation above, this study wants to find out more in the field of marketing and find out whether there is an influence between each variable of viral marketing, perceived advertising value, attitude towards behavior and purchase intention by conducting research on "The Effect of Viral Marketing and Perceived Advertising Value on Purchase Intention with Attitude Toward Behavior as an Intervening Variable on Fashion Products at TikTok Shop".

II. LITERATUR REVIEW

2.1 Viral Marketing

Viral marketing is defined as one of the new marketing strategies where technology and information are important keys, namely utilizing social media to achieve the company's desired marketing goals (Fitriani, Hadita, & Faeni, 2022). Viral marketing has a working concept like word of mouth by spreading and encouraging others to share messages voluntarily with others. Viral marketing also works like a virus, where viruses refer to the rapid and widespread spread of information by audiences to other audiences. The main goal in viral marketing is to reach a wider audience or visitors to see profiles, websites, and applications that have the potential to buy and even recommend to others (Fitriani, Hadita, & Faeni, 2022). In the current era, many audiences use viral marketing in making purchasing decisions.

2.1.1 Informativeness is a major and important aspect in identifying marketing effectiveness. The information contained in viral marketing should always be updated or up to date so that it can attract the attention of the audience (Tricahyono, Utami, & Safitri, 2019). The ability of viral content to deliver product information so that audiences are interested in making purchases and producing customer happiness is known as informativeness (Ahmad & Lasi, 2020).

2.1.2 The capacity to satisfy the audience's needs for aesthetic, emotional, and visual pleasure is known as entertainment (Tandijaya & Samuel, 2021). If the content only contains writing, without any additional music, images, and other interesting items, then the audience will quickly feel bored and will move on to other content. Therefore, viral marketing content must be made as concise and interesting as possible so that audience attitudes have a positive impact on a brand.

2.1.3 Irritation is a strategy in marketing by utilizing techniques that annoy, offend, irritate, insult, or deceive from a marketing point of view (Tandijaya & Samuel, 2021). Audiences who experience such conditions will cause feelings of displeasure which ultimately have an impact on negative responses to viral marketing content.

2.1.4 Source credibility is the consumer's perception of the openness and reliability of marketing messages that can be accounted for (Tandijaya & Samuel, 2021). More people have the possibility to subscribe and make money from sales the more compelling and credible the information is.

2.2 Perceived Advertising Value

Advertising value is a tool used to evaluate the performance value (Arora & Agarwal, 2019) and the subjective usefulness or benefits of advertisements perceived by consumers (Kharisma, Adiprasetya, Djohan, & Gunadi, 2022). The cognitive appraisal of the extent to which advertisements can meet consumer needs and wants is prioritized by subjective evaluation (Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022). The advertising value model is a very effective theory and has been widely used to understand and determine consumer attitudes and perceptions of advertising (Arora & Agarwal, 2019).

2.2.1 Entertainment is embedded in an advertisement to please and maintain consumer attention over time (Kharisma, Adiprasetya, Djohan, & Gunadi, 2022). However, if the content of the advertisement is less interesting and entertaining, it will have an impact on a considerable decline in marketing (Xiao, Wang, & Wang, 2019).

2.2.2 Informativeness, the main purpose of informativeness is to provide relevant information about a product or service in a complete, clear and concise manner and at the right time (Rivaldo, 2016). Consumers will accept an advertisement if the advertisement provides complete and clear information (Qin & Yan, 2017), so that it can help in choosing the best product that will result in consumer satisfaction (Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022).

2.2.3 Irritation is an element that should not be in advertising, because it has an insulting and over-the-top message. Irritation refers to the extent to which consumers judge that the ad is annoying and creates negative feelings towards the ad (Mulyawan, Saefuloh, Wijaya, & Rafdinal, 2020).

2.2.4 Credibility is the perception of consumers who believe in an advertisement and consider the advertisement to have valid information (Ramdhani & Abdurrahman, 2021). Credibility is also an important determinant or factor that can shape and change consumer attitudes or responses (Kharisma, Adiprasetya, Djohan, & Gunadi, 2022). Ads must be realistic and real in marketing a product, avoid the meaning or description of the ad with excessive explanation.

2.2.5 Personalization, consumers do not focus on advertisements if the content of the advertisement does not match their needs and desires (Wulandari & Kurniawati, 2022). Therefore, the content of advertising content must be personalized by taking into account demographic factors, preferences, context, and content (Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022). In digital advertising, consumers want advertising content that is tailored to their interests.

2.2.6 Interactivity is a two-way communication between sellers and consumers. Advertising will have an interactive level if the seller conveys information to consumers and consumers are able to provide direct responses and share information with others. That way, interactivity in advertising can influence and increase consumer response to advertising value (Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022).

2.2.7 Incentives are financial benefits aimed at consumers. In this case, incentives can be in the form of discounts, rebates, coupons, or special gift rewards. The use of incentives can change the response and attitude of consumers to focus more and be interested in the message or content of the advertisement. Based on previous research, discounts are very effective in consumer purchasing decisions (Arora & Agarwal, 2019).

2.3 Attitude Toward Behavior

Attitude toward behavior is the result of each individual's evaluation positively or negatively towards a particular object, person, institution, event, behavior or interest (Iskandar & Saragih, 2018). This is closely related to emotions, feelings of like or dislike (Syarfi & Asandimitra, 2020), and understanding or knowledge which then turns into the result of evaluating individual feelings on a decision (Herdiansyah, 2020). According to Indrawati & Rizqullah (2022) there are three components in attitude towards behavior, namely cognitive, affective, and conative.

2.3.1 Cognitive is a change in attitude and behavior towards a product caused by receiving and evaluating information from various sources or experiences that have been received by consumers (Supriatin & Fitriana, 2019; Sandhe, 2019; Fajri, Prikurnia, & Agustin, 2022). The cognitive component refers to the level of awareness, knowledge, beliefs, thoughts, and attributes that will be connected or linked to a product or service (Quoquab & Mohammad, 2020).

2.3.2 Affective has to do with a feeling and emotion, namely in the form of feelings of pleasure, sadness, anger, joy, cheerfulness that arise from consumers can affect the assessment of a product or evaluation which is expressed as like or dislike, good or bad, favorable or unfavorable and then affect behavioral intentions (Sandhe, 2019; Octafiany & Nurfebiaraning, 2021; Sakdah, Saufi, & Rinuastuti, 2021; Fajri, Prikurnia, & Agustin, 2022).

2.3.3 Conative relates to an action or action that becomes a habit of consumers in behaving towards an object (Octafiany & Nurfebiaraning, 2021). It is assumed that the more a person has a desire to buy a fashion product at TikTok Shop, the more time a person spends viewing ads and viral content on TikTok.

2.4 Purchase Intention

Purchase intention is a psychological stage included in the purchasing decision-making process. Consumer desires can be stimulated through several things that make advertising more attractive so that the

promoted product has the possibility of being purchased (Rivaldo, 2016). According to Sanita, Kusniawati, & Lestari (2019) there are 4 (four) indicators of purchase intention, including:

1. Transactional Interest, a consumer attitude that tends to always purchase a product or everything related to the company (Harli, Mutasowifin, & Andrianto, 2021). Consumer transactional interest is based on high trust in the company (Hidayat & Faramitha, 2022).
2. Referential Interest, a consumer attitude that tends to recommend or refer a product to other consumers (Firdaus & Suhaeni, 2020; Septyadi, Salamh, & Nujiyatillah, 2022). Consumer referential interest due to experience and knowing information about the product (Hidayat & Faramitha, 2022).
3. Preferential Interest, an attitude or behavior of consumers who have a primary preference for a product or in other words, the product is the first choice of consumers (Harli, Mutasowifin, & Andrianto, 2021). Consumer preferences can change if something happens with the main product of choice (Hidayat & Faramitha, 2022).
4. Explorative Interest, an attitude or behavior of consumers who tend to seek information and facts about products of interest (Firdaus & Suhaeni, 2020). The beneficial attributes of the product are still being sought after by consumers (Sanita, Kusniawati, & Lestari, 2019).

2.6 Social Commerce - TikTok Shop

Social commerce is a business model innovation from the utilization of social media which is internet-based trading or e-commerce. Social commerce as a business media facilitates sellers in transactions, such as buying and selling transactions, product promotions, product exhibitions, and building communities that are loyal to a brand through chats, reviews, comments, groups, and sharing features (Maria & Keni, 2021). One example of social commerce is TikTok Shop. TikTok Shop is a social commerce feature that allows users and creators to promote and sell their products through TikTok. In addition, TikTok Shop facilitates sellers with business accounts and facilitates users or buyers with shopping features as a response to increased sales after promotions on TikTok (Oktriwina, 2022). TikTok Shop has a concept by combining entertainment features and business features, so that consumers can choose, find, and buy products in a fun way.

III. HYPOTHESIS DEVELOPMENT

3.1 The Effect of Viral Marketing on Attitude Toward Behavior.

Viral marketing has a working concept like word of mouth by utilizing social media networks which has 4 dimensions, namely informativeness, irritation, entertainment, and source credibility. Attitude toward behavior is a positive or negative consumer evaluation of the surrounding environment. Therefore, the better the assessment or attitude of consumers on viral marketing, the better the intention generated by consumers. This is supported by the results of research by Ahmad & Lasi (2020), Tandijaya & Samuel (2021), Masrom, Rasi, Daut, & Ibrahim (2021) which state that attitude towards viral marketing is significantly influenced by viral marketing. Based on the above statement, the research hypothesis is prepared as follows.

H1 = Viral Marketing has a positive effect on attitude toward behavior in TikTok Shop users.

3.2 The Effect of Perceived Advertising Value on Attitude Toward Behavior.

Advertising value is used to determine consumer attitudes and perceptions of advertisements. In the world of advertising, attitude is defined as the tendency that consumers learn to respond in a positive or negative way to a particular advertisement. Therefore, the better the value of advertising perceived by consumers, the better the attitude or response of consumers to these advertisements. This explanation is supported by the results of research by Arora & Agarwal (2019), Dwinanda et al. (2021), Adisasmitha (2021) state that there is a significant positive relationship from perceived advertising value to attitude toward behavior. Based on the above statement, the following hypothesis is prepared.

H2 = Perceived Advertising Value has a positive effect on attitude toward behavior in TikTok Shop users.

3.3 The Effect of Viral Marketing on Purchase Intention

Viral marketing can stimulate consumers by creating interesting viral content so that the product has the possibility to be purchased. Based on the results of research by Fitriani, Hadita, & Faeni (2022) and Ismail et al. (2022) viral marketing has a significant effect on purchase intentions. Based on the above statement, the following hypothesis is prepared.

H3 = Viral marketing has a positive effect on purchase intentions in TikTok Shop users.

3.4 The Effect of Perceived Advertising Value on Purchase Intention

36 Advertising value is used to determine consumer attitudes and perceptions of advertisements. Therefore, the better and more attractive the value of advertising, the higher the consumer's purchase intention. This is supported by the results of research by Aziza & Astuti (2019) and Dwinanda et al. (2022) state that perceived advertising value has a significant positive effect on purchase intention. Based on the explanation above, the following hypothesis is prepared.

H4 = Perceived advertising value has a positive effect on purchase intention in TikTok Shop users.

3.5 The effect of attitude toward behavior on purchase intention.

Attitude toward behavior is closely related to emotions which then turn into the result of evaluating individual feelings on a decision. Therefore, the better the assessment of an object, the better the intention generated by the individual. This intention can be in the form of purchase intention or purchase intention as a representation of consumer behavior attitudes or responses. Based on the results of research by Disastra et al. (2019) and Purwianti (2021) state that attitude behavior has a positive effect on purchase intention. Based on the explanation above, the following hypothesis is prepared.

H5 = Attitude toward behavior has a positive effect on purchase intention in TikTok Shop users.

IV. METHODOLOGY

The model in this study involves three variables, namely independent variables, intervening variables and dependent variables. The dependent variables are viral marketing and perceived advertising value, the intervening variable is attitude toward behavior, while the independent variable is purchase intention. Therefore, the research model can be classified as follows.

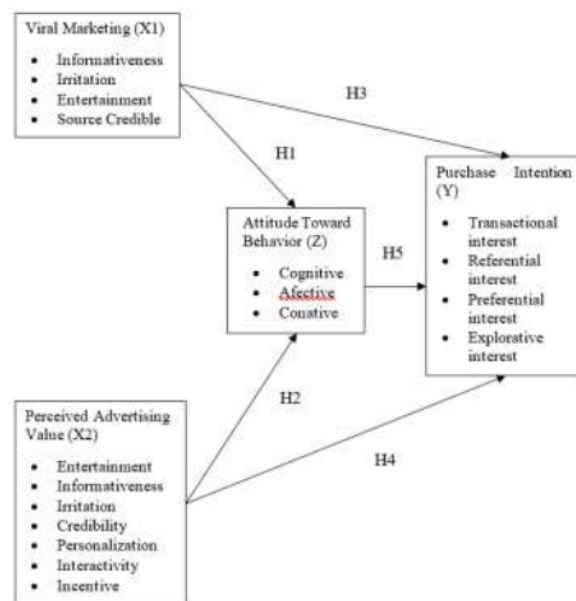


Figure 1. Research Model

17 This study uses a type of quantitative research with an explanatory research approach. This study uses viral marketing (X1) and perceived advertising value (X2) as independent variables, attitude toward behavior (Z) as an intervening variable, and purchase intention (Y) as the dependent variable. The population in this study are TikTok Shop users in Indonesia whose exact number is unknown or in-finite. In this study using the Isaac & Michael Table in determining the sample size, with an infinite population and a 5% error rate used in this study, namely 349 respondents. Non-probability sampling, specifically purposive sampling, is the method of non-probability sampling employed in this study. The criteria used are male or female; work status as an employee,

freelancer, student or student, part-time worker, unemployed, parent or housewife; aged 13 to > 45 years; have bought fashion products at TikTok Shop; have seen advertising content on TikTok.

The data collection technique used in this research is a survey. The survey will be conducted to active users of the TikTok Shop platform based on predetermined sample criteria. While the data collection instrument uses a questionnaire that will be distributed online via Google Form using a Likert scale for measuring research variables. The Likert scale used in this study contains 4 levels of answer preferences, namely Strongly Disagree (SS), Disagree (D), Agree (A), and Strongly Agree (SA). Path analysis is performed on the data with the Statistical Package for the Social Sciences (SPSS).

V. RESULT AND DISCUSSION

5.1 Result

Respondents Profile Data

Based on the questionnaire distribution result, the grouping of samples based on the study's criteria has a total of 349 respondents. The respondent's profile data is shown below.

Table 1. Respondent Profile Data

Characteristics	Total	Percentage
Gender		
Male	80	23%
Female	269	77%
Age		
13-17	9	2.5%
18-26	284	81.4%
27-34	40	11.5%
35-44	11	3.2%
>45	5	1.4%
Job		
Employees	50	14.3%
Student	276	79%
Part-Time Workers	2	0.6%
Unemployed	4	1.2%
Parents/Household Mum	9	2.6%
Freelancer	8	2.3%
Ever Seen an Ad on TikTok		
Yes	349	100%
No	0	0%
Ever Bought Fashion Products on TikTok Shop		
Yes	349	100%
No	0	0%

Source: Processed Data (2023)

Validity Test

A question item is said to be valid if the correlation value (R count) of the question item > R table (0.355).

Table 2. Validity Test Result

Variable	Items	R Count	R Table	Result
Viral Marketing (X1)	X1.1	0.237	0.355	Invalid (R Count < 0.355)
	X1.2	0.517	0.355	Valid (R Count > 0.355)
	X1.3	0.601	0.355	Valid (R Count > 0.355)
	X1.4	0.568	0.355	Valid (R Count > 0.355)
	X1.5	0.360	0.355	Valid (R Count > 0.355)
	X1.6	0.550	0.355	Valid (R Count > 0.355)
	X1.7	0.310	0.355	Invalid (R Count < 0.355)
	X1.8	0.622	0.355	Valid (R Count > 0.355)
	X1.9	0.625	0.355	Valid (R Count > 0.355)

Perceived Advertising Value (X2)	X1.10	0.715	0.355	Valid (R Count > 0.355)
	X2.1	0.584	0.355	Valid (R Count > 0.355)
	X2.2	0.473	0.355	Valid (R Count > 0.355)
	X2.3	0.485	0.355	Valid (R Count > 0.355)
	X2.4	0.467	0.355	Valid (R Count > 0.355)
	X2.5	0.451	0.355	Valid (R Count > 0.355)
	X2.6	0.755	0.355	Valid (R Count > 0.355)
	X2.7	0.633	0.355	Valid (R Count > 0.355)
	X2.8	0.635	0.355	Valid (R Count > 0.355)
	X2.9	0.706	0.355	Valid (R Count > 0.355)
	X2.10	0.641	0.355	Valid (R Count > 0.355)
	X2.11	0.409	0.355	Valid (R Count > 0.355)
	X2.12	0.522	0.355	Valid (R Count > 0.355)
	X2.13	0.603	0.355	Valid (R Count > 0.355)
	X2.14	0.557	0.355	Valid (R Count > 0.355)
	X2.15	0.436	0.355	Valid (R Count > 0.355)
	X2.16	0.395	0.355	Valid (R Count > 0.355)
X2.17	0.484	0.355	Valid (R Count > 0.355)	
Attitude Toward Behavior (Z)	Z.1	0.624	0.355	Valid (R Count > 0.355)
	Z.2	0.670	0.355	Valid (R Count > 0.355)
	Z.3	0.634	0.355	Valid (R Count > 0.355)
	Z.4	0.445	0.355	Valid (R Count > 0.355)
	Z.5	0.602	0.355	Valid (R Count > 0.355)
	Z.6	0.559	0.355	Valid (R Count > 0.355)
Purchase Intention (Y)	Y.1	0.464	0.355	Valid (R Count > 0.355)
	Y.2	0.483	0.355	Valid (R Count > 0.355)
	Y.3	0.546	0.355	Valid (R Count > 0.355)
	Y.4	0.566	0.355	Valid (R Count > 0.355)
	Y.5	0.566	0.355	Valid (R Count > 0.355)
	Y.6	0.504	0.355	Valid (R Count > 0.355)
	Y.7	0.730	0.355	Valid (R Count > 0.355)
	Y.8	0.750	0.355	Valid (R Count > 0.355)

Source: Processed Data (2023)

Based on table 2, it is known that from a total of 41 question items, there are 2 question items declared invalid, which means that the results of R count < R table (0.355), which is in the viral marketing variable. So it can be concluded that there are 39 question items that are declared valid or have a value of R count > R table (0.355).

Reliability Test

The questionnaire is said to be reliable if the Cronbach's Alpha > r table (0.60). The following are the results of the reliability test on valid question items.

Table 3. Reliability Test Result

Variabel	Cronbach's Alpha	Hasil
Viral Marketing (X1)	0.813	Reliable
Perceived Advertising Value (X2)	0.869	Reliable
Attitude Toward Behaviour (Z)	0.806	Reliable
Purchase Intention (Y)	0.774	Reliable

Source: Processed Data (2023)

Based on table 3, Cronbach's Alpha is an indicator used in measuring the reliability of a questionnaire, so it can be concluded that all questionnaire items are declared reliable because the Cronbach's Alpha value is > 0.60 (R Table).

Normality Test

A model is said to be normally distributed if the significance value or probability value is > 0.05 (Suganda & Cahyadi, 2018).

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		349
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.31754791
Most Extreme Differences	Absolute	.034
	Positive	.034
	Negative	-.032
Test Statistic		.034
Asymp. Sig. (2-tailed)		.200 ^{c,d}
Exact Sig. (2-tailed)		.796
Point Probability		.000

- a. Test distribution is Normal
- b. Calculated from data

Source: Processed Data (2023)

Based on Table 4, the probability value of p or Exact. Sig. (2-tailed) of 0.796 which means it is greater than the significance level, which is 0.05. It can be concluded that the data is normally distributed.

Multicollinearity Test

A model is free from multicollinearity if the Tolerance value < 1 or the VIF value > 10 (Suganda & Cahyadi, 2018).

Table 5. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Viral Marketing (X1)	.538	1.858
	Perceived Advertising Value (X2)	.468	2.137
	Attitude Toward Behaviour (Z)	.487	2.051

Source: Processed Data (2023)

Based on Table 5, it is known that the VIF value of viral marketing (X1) is 1.858, perceived advertising value is 2.137, and attitude towards behaviour is 2.051. Therefore, it can be concluded that all variables used have a VIF value > 10, so it is stated that there is no multicollinearity.

Heteroscedasticity Test

If the results of the significance test between the independent variable and the absolute residual are more than 0.05, then a model does not exhibit heteroscedasticity (Suganda & Cahyadi, 2018).

Table 6. Heteroscedasticity Test Result

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	.135	.074		1.839	.067
	Viral Marketing (X1)	.032	.028	.083	1.144	.253
	Perceived Advertising Value (X2)	.039	.033	.092	1.179	.239
	Attitude Toward Behaviour (Z)	-.034	.028	-.093	-1.220	.223

a. Dependent Variable: *abs_res*

Source: Processed Data (2023)

Based on Table 6, it is known that the Sig. Glejser value of Viral Marketing (X1), Perceived Advertising Value (X2), and Attitude Toward Behaviour (Z) is greater than 0.05, it can be concluded that there is no heteroscedasticity.

Path Analysis Regression

The path analysis regression model equation can be formulated as follows.

1. Regression of substructural I
 $Z = 0.339 + 0.332X1 + 0.561X2 + e$
2. Resgression of substructural II
 $Y = 0.186 + 0.300X1 + 0.454X2 + 0.175Z + e$

Where,

- α = Constanta
- Y = Purchase Intention
- X1 = Viral Marketing
- X2 = Perceived Advertising Value
- Z = Attitude Toward Behavior
- ϵ = Error Term

Based on the results of substructural regression I and II, it can be concluded that the X2 variable has the largest value (0.561 and 0.454) which indicates perceived advertising value has a greater influence than viral marketing and attitude towards behaviour in influencing purchase intention. This shows that perceived advertising value remains the biggest influence in substructural path I and substructural II, even though the value obtained is not much different from the value of substructural path I. The effect of perceived advertising value is greater because TikTok advertisements provide complete, up-to-date information and do not contain negative elements, have attractive and entertaining advertising concepts, and information comes from trusted sources and is tailored to consumer needs. In addition, TikTok provides facilities to support consumer needs such as interaction facilities between buyers and sellers, purchase recommendations tailored to consumer needs, and attractive offers such as free shipping vouchers and product discounts. In addition, viral marketing and perceived advertising value have an influence or can shape attitude towards behaviour even though the resulting value is quite low or in other words does not form a large consumer attitude to lead to purchase intention. This is because perceived advertising value still has a greater value and influence than viral marketing and attitude towards behaviour on purchase intention.

Hypothesis Testing

1. The F Test

Table 7. F Test Result: Substructural I

Model		ANOVA ^a		Mean Square	F	Sig.
		Sum of Squares	df			
1	Regression	54.180	2	27.090	181.900	.000 ^b
	Residual	51.529	346	.149		
	Total	105.708	348			

a. Dependent Variable: Attitude Toward Behaviour (Z)

b. Predictors: (Constant), Perceived Advertising Value (X2), Viral Marketing (X1)

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Source: Processed Data (2023)

3
Based on Table 7, it is known that the calculated F value is 181.900 and the Sig. value is 0.000. It is known that the calculated F value is 181.900 > F table (3.021) and the Sig value is 0.000 < 0.05, then Viral Marketing (X1) and Perceived Advertising Value (X2) together or simultaneously have a significant effect on Attitude Toward Behaviour (Z).

Table 8. F Test Result: Substructural II

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.873	3	19.291	189.661	.000 ^b
	Residual	35.091	345	.102		
	Total	92.965	348			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Attitude Toward Behaviour (Z), Viral Marketing (X1), Perceived Advertising Value (X2)

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Source: Processed Data (2023)

3
Based on Table 8, it is known that the calculated F value is 189.661 and the Sig. value is 0.000. It is known that the calculated F value is 189.661 > F table (2.63) and the Sig value is 0.000 < 0.05, then Viral Marketing (X1), Perceived Advertising Value (X2), Attitude Toward Behaviour (Z) together or simultaneously have a significant effect on Purchase Intention (Y).

2. The T Test

Table 9. T Test Result: Substructural I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	
		B	Std. Error	Beta		t
1	(Constant)	.339	.142		2.393	.017
	Viral Marketing (X1)	.332	.052	.308	6.366	.000
	Perceived Advertising Value (X2)	.561	.057	.480	9.920	.000

a. Dependent Variable: Attitude Toward Behaviour (Z)

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Source: Processed Data (2023)

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Based on table 9, the viral marketing and perceived advertising value variables have a T value > T table (1.96) and the Sig. value is 0.000 < 0.05, so hypotheses 1 and 2 are accepted, namely Viral Marketing (X1) has a positive and significant effect on Attitude Toward Behaviour (Z) and Perceived Advertising Value (X2) has a positive and significant effect on Attitude Toward Behaviour (Z).

Table 10. T Test Result: Substructural II

Model		Coefficients ^a		t	Sig.	Collinearity Statistics	
		Unstandardized Coefficients B	Std. Error			Standardized Coefficients Beta	Tolerance
1	(Constant)	.186	.118	1.571	.117		
	Viral Marketing (X1)	.300	.045	6.591	.000	.538	1.858
	Perceived Advertising Value (X2)	.454	.053	8.578	.000	.468	2.137
	Attitude Toward Behaviour (Z)	.175	.044	3.929	.000	.487	2.051

a. Dependent Variable: Purchase Intention (Y)

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Source: Processed Data (2023)

Based on table 10, the viral marketing, perceived advertising value, and attitude toward behaviour variables have a T value > T Table (1.96) and the Sig. value is 0.000 < 0.05 so that hypotheses 3, 4, and 5 are accepted, namely Viral Marketing (X1) has a positive and significant effect on Purchase Intention (Y); Perceived Advertising Value (X2) has a positive and significant effect on Purchase Intention (Y); Attitude Toward Behaviour (Z) has a positive and significant effect on Purchase Intention (Y).

3. The Coefficient of Determination Test

Table 11. Coefficient of Determination Test Result: Substructural I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.510	.38591

a. Predictors: (Constant), Perceived Advertising Value (X2), Viral Marketing (X1)

Source: Processed Data (2023)

Based on Table 11, it is known that the coefficient of determination (R-Square) is 0.513. This value means that the Viral Marketing (X1) and Perceived Advertising Value (X2) variables are able to influence Attitude Toward Behaviour (Z) by 51.3% and the remaining 100% - 51.3% = 48.7% is explained by other variables or factors.

Table 12. Coefficient of Determination Test Result: Substructural II

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.789 ^a	.623	.619	.31893	2.066

a. Predictors: (Constant), Attitude Toward Behaviour (Z), Viral Marketing (X1), Perceived Advertising Value (X2)
b. Dependent Variable: Purchase Intention (Y)

Source: Processed Data (2023)

Based on Table 12, it is known that the coefficient of determination (R-Square) is 0.623. This value means that the variables Viral Marketing (X1), Perceived Advertising Value (X2), Attitude Toward Behaviour (Z) are able to influence Purchase Intention (Y) by 62.3% and the remaining 100% - 62.3% = 37.7% is explained by other variables or factors.

4. Mediation Test

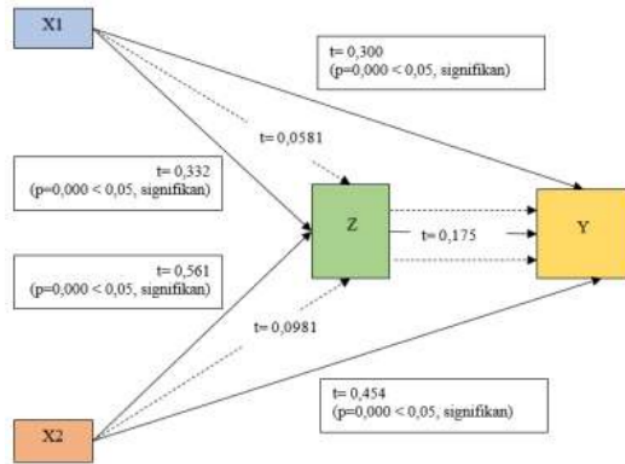


Figure 2. Mediation Test Result
 Source: Processed Data (2023)

Where,

- - - - -> = Indirect effect
- > = Direct effect

Table 13. Mediation Test Result

Path	Indirect Effect	Z Sobel	P-Value
X1 -> Z -> Y	$0.332 \times 0.175 = 0.0581$	3.37583273	0.000736
X2 -> Z -> Y	$0.561 \times 0.175 = 0.098175$	3.68755841	0.000226

Source: Processed Data (2023)

Based on the mediation test results in Table 13, the following results are known:

- a. The indirect effect of Viral Marketing (X1) on Purchase Intention (Y), through Attitude Toward Behaviour (Z) is $0.332 \times 0.175 = 0.0581$. It is known that Attitude Toward Behaviour (Z) significantly mediates the relationship between Viral Marketing (X1) and Purchase Intention (Y), with a P-Value = $0.000736 < 0.05$, and Z Sobel = $3.375 > 1.96$ (Mediation Hypothesis Accepted).
- b. The indirect effect of Perceived Advertising Value (X2) on Purchase Intention (Y), through Attitude Toward Behaviour (Z) is $0.561 \times 0.175 = 0.098175$. It is known that Attitude Toward Behaviour (Z) significantly mediates the relationship between Perceived Advertising Value (X2) and Purchase Intention (Y), with a P-Value = $0.000226 < 0.05$, and Z Sobel = $3.687 > 1.96$ (Mediation Hypothesis Accepted).

5.2 Discussion

Based on the results of the research above, it shows that most consumers are dominated by Generation Z with employment status as students or college students who have seen TikTok advertisements and purchased fashion products. Advertising is the largest influence variable because Generation Z is the most dominant consumer in which this generation uses advertising in shaping attitudes towards decision making or purchase intentions. In addition, Generation Z is no stranger to utilising technological sophistication including the TikTok application, so Generation Z is aware of products that are going viral which is then coupled with the advertisement of the product and then leads to purchase intention.

Most Generation Z consumers stated that they use TikTok video information as a good reference source when buying fashion products, TikTok advertisements have more interesting entertainment and advertising concepts, video messages are never offensive, and information comes from trusted sources and TikTok videos

help in getting fashion product information more easily. This indicates that consumers have a positive attitude towards the video content that has been viewed and can lead to purchase intention. This is supported by most Generation Z consumers who stated that if the reference group (friends, family, and others) experienced difficulties in purchasing on other social commerce, the respondent would recommend TikTok Shop as a solution for the reference group.

Based on the explanation above, it can be concluded that it is important for online business people to control and pay attention to factors from the quality of advertisements or perceived advertising value. First, information or information presented is short, concise, clear and easy to understand. This is because Generation Z prefers to read information in a visual form that is easy to understand. Second, entertainment or entertainment with interesting advertising concepts, this is because Generation Z likes advertising concepts that indirectly have meanings or messages that can be understood quickly. Third, source credibility or information presented comes from trusted sources such as verified TikTok accounts. In addition, business people also need to viral their products, not only one product but all existing products. This is because viral products cannot last in the long run, so businesses need to be up-to-date in each product launch in turn. Some of these factors can later influence consumer attitudes which then lead to purchase intentions. These factors are key in the success of content that is made viral and can be seen by many people, which then changes the perception or attitude of consumers to intend to buy a fashion product.

VI. CONCLUSIONS

This study aims to analyse whether the use of viral marketing and perceived advertising value mediated by attitude towards behaviour affect purchase intention among TikTok users in Indonesia. Based on the results of the questionnaire, 349 respondents were used as data in this study. The sample is dominated by female respondents (77%) with ages 18-26 years (81.4%), which is the age of Generation Z and has an employment status as a student or student (79%). The results indicate viral marketing (X1) has a positive and significant effect on attitude towards behaviour (Z); perceived advertising value (X2) has a positive and significant effect on attitude towards behaviour (Z); viral marketing (X1) has a positive and significant effect on purchase intention (Y); perceived advertising value (X2) has a positive and significant effect on purchase intention (Y); attitude towards behaviour (Z) has a positive and significant effect on purchase intention (Y).

VII. LIMITATION

The limitation of this study is that the independent variables, namely, viral marketing (X1), perceived advertising value (X2), and attitude towards behavior (Z) are able to influence purchase intention (Y) by 62.3% and the rest is explained by other variables or factors not explained in this study. So there are 37.7% other variables or factors that are not explained in this study, such as brand awareness, brand quality, and others. In addition, the object is limited to only fashion category products, so further result research can be developed into a wider scope of objects.

VIII. RECOMMENDATIONS

For future researchers, it is expected to expand the research object, so that the research results will be more complete and add other variables that are not examined in this study. The addition of other variables is expected to complement the results of previous research and increase references to support the topic under study. For online business people, it is expected to pay attention to factors of ad quality such as information, entertainment, and reliable sources. It is important to consider the products to be promoted such as models to achieve the expected sales by working with influencers, holding exhibitions, and charity or sponsored events. In addition, continuously releasing new products and creating interesting or unique advertising content while keeping up with existing fashion developments, so that products can continue to go viral and continue to be the first thing consumers look for.

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