

THE EFFECT OF VIRAL MARKETING, AFFILIATE MARKETING, AND BRAND AWARENESS ON THE PURCHASE DECISION

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Abstrak

Penelitian ini bertujuan untuk mengetahui adanya pengaruh *viral marketing*, *affiliate marketing* dan *brand awareness* terhadap keputusan pembelian sosis kanzler di tiktok pada gen z di Kota Madiun. Metode penelitian yang digunakan yaitu pendekatan kuantitatif. Populasi tidak diketahui dan penghitungan sampel menggunakan rumus Lemeshow diperoleh sampel sejumlah 385. Teknik pengambilan sampel menggunakan metode *Purposive Sampling*. Pengambilan data menggunakan kuisioner. Teknik analisis data menggunakan alat uji berupa SPSS dengan menggunakan aplikasi SPSS versi 16. Hasil penelitian menunjukkan bahwa *viral marketing* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, *affiliate marketing* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian dan *brand awareness* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Viral Marketing, Affiliate Marketing, Brand Awareness, Keputusan Pembelian*

Abstract

This study aims to determine the influence of viral marketing, affiliate marketing, and brand awareness on purchasing decisions for Kanzler sausage on TikTok among Gen Z in Madiun City. The research method used is a quantitative approach. The population is unknown and the sample calculation uses the Lemeshow formula to obtain a sample of 385. The sampling technique uses the Purposive Sampling method. Data collection uses a questionnaire. The data analysis technique uses a test tool in the form of SPSS using the SPSS application version 16. The results show that viral marketing has a positive and significant influence on purchasing decisions, affiliate marketing has a positive and significant influence on purchasing decisions, and brand awareness has a positive and significant influence on purchasing decisions.

Keywords: *Viral Marketing, Affiliate Marketing, Brand Awareness, Purchase Decision*

A. INTRODUCTION

In today's digital era, our lives are inseparable from the digital world, which has become an integral part of our social activities (Sholihatin, 2023). Many individuals and businesses utilize social media platforms as a means to build their brands and promote their products, with the goal of reaching and attracting potential consumers worldwide. One digital platform currently playing a significant role in supporting marketing strategies is TikTok.

According to a 2023 report from Business of Apps, TikTok was listed as the most popular and widely used app in Indonesia. This is evident in its record-high number of downloads, reaching approximately 67.4 million throughout 2023, making it the most popular app in Indonesia. TikTok has managed to gain immense attention from Gen Z, the group born between 1997 and 2013, who are known for their tendency to seek content that is concise, quickly accessible, and able to capture attention instantly.

One of the most popular TikTok content sources is the food industry, specifically the highly popular and frequently reviewed sausage product, Kanzler. Kanzler is a sausage brand widely recognized among consumers for its guaranteed quality and delicious taste. With a wide variety of products on offer, Kanzler sausage has become a favorite choice for many people on various occasions, from snacks to main courses.

According to a survey of the top best-selling sausage brands in 2023, the Kanzler brand leads the market by a significant margin over its competitors, with total items sold reaching 9,491 units. pcs, followed by brands like Champ, Bernard, Vigo, Muantap, So Nice, Kimbo, and El Primo. Kanzler's market leadership is inseparable from its effective digital marketing strategy, particularly through TikTok.

One of the main factors driving its popularity is lifehack content, where creators share unique and creative ways to prepare Kanzler sausages. These videos capture the attention of TikTok users because they present practical and innovative cooking ideas, encouraging many to try them themselves and share their experiences.

Considering the factors that affect purchasing decisions, the researcher defined specific limitations for this study. The study focuses on three variables: viral marketing, affiliate marketing, and brand awareness, all of which are expected to impact purchasing

decisions. The selection of these variables is supported by earlier findings from As'ad (2020), who demonstrated that viral marketing and brand awareness exert a positive and significant effect on purchasing behavior. In addition, the study by Nadia (2023) indicated that affiliate marketing also positively and significantly influences consumers' purchasing decisions. This evidence highlights the importance of examining these three factors together to better understand their combined impact on consumer choices.

Research conducted by Sari (2024) revealed that viral marketing exerts a positive and significant influence on purchasing decisions. Similarly, Kembaren (2023) found that affiliate marketing also has a positive and significant impact on consumers' purchasing behavior. In addition, the study by Nuraisah (2020) demonstrated that brand awareness positively and significantly affects purchasing decisions. These findings collectively emphasize that viral marketing, affiliate marketing, and brand awareness all play important roles in shaping consumer buying choices.

Theoretical review

1. Viral Marketing

According to Wiranaga (2002: 95) & Safitri (2023), viral marketing can be understood as a modern form of evolution of the direct selling system, where the approach offers special incentives or rewards to consumers who successfully spread information about products or services to others.

2. Affiliate Marketing

According to Galaugher et al. (2001) & Anggaetri (2024), affiliate marketing is a form of online advertising where sellers provide a portion of the revenue from each customer who visits their website.

3. Brand Awareness

Aaker (2020) and Wardhana (2024) explain that brand awareness can be understood as the capability of consumers to identify or recall particular brands within a given product category. This concept highlights the role of consumer recognition in influencing brand preference and purchasing behavior.

4. Purchase Decision

According to Kotler et al (2021), purchasing decisions made by consumers are more influenced by their perceptions of prices that are considered appropriate and fair in current market conditions, rather than solely based on prices officially set by marketers or sellers.

Hypothesis:

H1: Viral Marketing has a significant influence on Sausage Purchasing Decisions

Chancellor on TikTok Among Gen Z in Madiun City

H2: Affiliate Marketing has a significant influence on Sausage Purchasing Decisions

Chancellor on TikTok Among Gen Z in Madiun City

H3: Brand Awareness has a significant influence on Sausage Purchasing Decisions

Chancellor on TikTok Among Gen Z in Madiun City

B. METHOD

This study employed quantitative methods. Quantitative analysis involves data collection using research instruments to examine a population or sample with the aim of examining existing hypotheses. The population of this study consisted of all Gen Z residents in Madiun City who had been exposed to Kanzler sausage content on TikTok. Because the exact number of these users could not be identified, the researcher employed purposive sampling to determine the sample. A total of 385 respondents participated in this study, and data were gathered through questionnaires distributed using Google Forms. The collected data were then analyzed with the help of SPSS version 16, ensuring systematic and structured processing of the responses.

C. RESULTS AND DISCUSSIONS

Research Data Description

This research was conducted on Gen Z in Madiun City, using Purchase Decision as the dependent variable and Viral Marketing, Affiliate Marketing, and Brand Awareness as the independent variables. In this study, Kanzler sausage, a processed product, was used as the object of this research. This is based on the high level of Kanzler sausage consumption in

Madiun City. Therefore, the researcher will examine how Kanzler sausage purchasing decisions in Madiun City:

Table 1. Research Sampling Criteria

No.	Information	Amount
1.	Domiciled in Madiun City	385 Respondents
2.	Included in the Gen Z age range (Born 1997 – 2013)	
3.	Education Levels: Junior High School - Bachelor's Degree	
4.	Have you ever seen Kanzler sausage content on TikTok?	

Source: Data processed by researchers (2025)

From the results presented in Table 1, it can be inferred that the population of this study consisted of 385 respondents residing in Madiun City. The determination of this sample size was consistent with the sampling criteria that had been established by the researcher. Referring to these criteria, the study involved exactly 385 respondents in Madiun City, which demonstrates that the chosen sample size was both appropriate and representative.

Validity Test

An instrument is said to be valid if the level of significance is < 0.05 , otherwise it is said to be invalid if it is significant > 0.05 (Ghozali, 2021:66).

Table 2. Results of Viral Marketing Validity Test

No.	Statement	Sig	Conclusion
1.	X1.1	0,000	Valid
2.	X1.2	0,000	Valid
3.	X1.3	0,000	Valid
4.	X1.4	0,000	Valid
5.	X1.5	0,000	Valid

Source: SPSS output

Table 3. Affiliate Marketing Validity Test Results

No.	Statement	Sig	Conclusion
1.	X2.1	0,000	Valid
2.	X2.2	0,000	Valid
3.	X2.3	0,000	Valid
4.	X2.4	0,000	Valid
5.	X2.5	0,000	Valid

Source: SPSS output

Table 4. Results of Brand Awareness Validity Test

No.	Statement	Sig	Conclusion
1.	X3.1	0,000	Valid
2.	X3.2	0,000	Valid
3.	X3.3	0,000	Valid
4.	X3.4	0,000	Valid

Source: SPSS output

Table 5. Results of the Purchase Decision Validity Test

No.	Statement	Sig	Conclusion
1.	Y1.1	0,000	Valid
2.	Y1.2	0,000	Valid
3.	Y1.3	0,000	Valid
4.	Y1.4	0,000	Valid
5.	Y1.5	0,000	Valid

Source: SPSS output

Referring to Tables 2, 3, 4, and 5, the results show that the overall significance value obtained was 0.000, which is smaller than 0.05. This finding indicates that all items in the questionnaire meet the validity criteria and can therefore be considered valid.

Reliability Test

The purpose of this test is to assess the internal consistency of the items contained in the research instrument. According to Sumargo (2020:24), a variable can be classified as reliable if the Cronbach's alpha value is greater than 0.60. Based on this standard, the outcomes

of the reliability test for the data in this study are presented below to provide a clearer understanding of the instrument's consistency.

Table 6. Reliability Test Results

Reliability Statistics		
Variables	Cronbach's Alpha	N of items
X1	.895	5
X2	.915	5
X3	.906	4
Y	.922	5

Source: SPSS output

Referring to Table 6, the Cronbach's alpha values obtained were 0.895 for variable X1, 0.915 for X2, 0.906 for X3, and 0.922 for Y. These results demonstrate that all variables possess a very high level of reliability, since each value is far above the minimum threshold of 0.60. Therefore, the research instrument used in this study can be considered consistent and dependable.

Normality Test

The purpose of conducting a normality test is to identify whether the residual variables in a regression model follow a normal distribution. According to Ghazali (2021:196), the data can be categorized as normally distributed if the significance level is greater than 0.05. In this study, the Kolmogorov-Smirnov method was applied to perform the normality test, and the results are presented as follows.

Table 7. Normality Test Results

One-Sample Kolmogorov Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters	Mean	.0000000
	Standard Deviation	3.14717401
Most Extreme Differences	Absolute	.072
	Positive	.057

	Negative	-0.072
Kolmogorov-Smirnov Z		1,421
Asymp. Sig (2-tailed)		.035

Source: SPSS Output

Referring to Table 7, the Kolmogorov-Smirnov test produced a value of 1.421 with a significance (2-tailed) level of 0.035, which is greater than 0.05. These results indicate that the residual data fulfill the requirement of normality. Hence, it can be concluded that the residuals in this study are normally distributed and suitable for further analysis.

Multicollinearity Test

If the Variance Inflation Factor (VIF) value is greater than 10 and the Tolerance value is less than 0.10, then the regression model is said to experience multicollinearity. Conversely, when the VIF value is below 10 and the Tolerance value exceeds 0.10, the model can be regarded as free from multicollinearity problems (Ghozali, 2021:157). From these criteria, it can be ensured that each independent variable contributes distinct and non-overlapping information in explaining the dependent variable, thereby maintaining the reliability of the regression analysis.

Table 8. Multicollinearity Test Results

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,174	.709		4,479	.000		
	Viral Marketing	.136	.051	.128	2,692	.007	.474	2.108
	Affiliate Marketing	.281	.052	.281	5,440	.000	.404	2,473
	Brand Awareness	.539	.054	.451	9,902	.000	.521	1,920
a. Dependent Variable: Purchasing Decision								

Source: SPSS output

The regression model in this study can be declared free from multicollinearity, which means that all independent variables are appropriate for use in the analysis. This conclusion is supported by the multicollinearity test results shown in Table 8, where Viral Marketing has a Tolerance value of 0.474 with a VIF of 2.108, Affiliate Marketing records a Tolerance of 0.404 with a VIF of 2.473, and Brand Awareness demonstrates a Tolerance of 0.521 with a VIF of 1.920. Since each Tolerance value is above 0.10 and every VIF value is below 10, the assumption of no multicollinearity in the regression model is fulfilled.

Heteroscedasticity Test

If the significance value obtained from the test is less than 0.05, the data are considered to experience heteroscedasticity, while a significance value greater than 0.05 indicates the absence of heteroscedasticity. In that case, the regression model can be regarded as fulfilling the assumption of homoscedasticity (Ghozali, 2021:178). Therefore, heteroscedasticity testing is carried out to check for possible inconsistencies in the variance of residuals or errors in the regression model. The outcomes of this analysis in the present study are presented as follows:

Table 9. Heteroscedasticity Test Results

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	4,224	.483		8,748	.000	
Viral Marketing	-.052	.034	-.110	-1,508	.132	
Affiliate Marketing	-.028	.035	-.062	-.791	.429	
Brand Awareness	-.035	.037	-.066	-.951	.342	

a. Dependent Variable: absresid

Source: SPSS output

Based on Table 9, the results of the heteroscedasticity test show that the significance value (Sig.) for all independent variables, namely Viral Marketing (0.132), Affiliate Marketing (0.429), and Brand Awareness (0.342), is above 0.05. This indicates that there are no symptoms

of heteroscedasticity in the regression model, so the model is suitable for use because it has met one of the classic regression assumptions, namely homoscedasticity.

Partial Test (T-Test)

The t-test functions as a tool to evaluate whether each independent variable has a meaningful role in explaining variations in the dependent variable. According to Ghozali (2021:148), an independent variable can be declared significant if the significance value generated from the t-test is less than 0.05 or 5 percent. Based on this guideline, the output of the t-test results in this study is presented below to illustrate the effect of each variable more clearly.

Table 10. Partial Test Results (T-Test)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,174	.709		4,479	.000
	Viral Marketing	.136	.051	.128	2,692	.007
	Affiliate Marketing	.281	.052	.281	5,440	.000
	Brand Awareness	.539	.054	.451	9,902	.000
a. Dependent Variable: Purchasing Decision						

Source: SPSS Output

The results of the t-test confirm that all three independent variables have a positive and significant influence on decision-making. This conclusion is supported by the findings in Table 10, where the Viral Marketing variable (X1) obtained a calculated T value of 2.692, greater than the T table value of 1.966, with a significance of 0.007 less than 0.05. Similarly, the Affiliate Marketing variable (X2) produced a calculated T value of 5.440, exceeding the T table value of 1.966, with a significance of 0.000 below 0.05. In addition, the Brand Awareness variable (X3) recorded a calculated T value of 9.902, which is also higher than the T table value of 1.966, with a significance of 0.000 under 0.05. Therefore, it can be concluded that Viral

Marketing, Affiliate Marketing, and Brand Awareness all significantly contribute to influencing purchasing or usage decisions.

Coefficient of Determination Test (R²)

The coefficient of determination, commonly denoted as R², serves as an indicator of how well the independent variables (X) together account for the variations or changes that occur in the dependent variable (Y) within a research model (Ghozali, 2021:147). This test provides insight into the explanatory power of the regression model, and the outcome of the determination test (R² test) in this study is presented in Table 11 as follows.

Table 11. Results of the Determination Coefficient (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.767	.589	.585	3,160
a. Predictors: (Constant), Brand Awareness, Viral Marketing, Affiliate Marketing				
b. Dependent Variable: Purchase Decision				

Source: SPSS output

The findings indicate that variables X1, X2, and X3 collectively explain 58.5 percent of the variation in variable Y, while the remaining 41.5 percent is affected by other factors not included in this study. This conclusion is based on the results of the coefficient of determination test (R test) shown in Table 11, which reports an Adjusted R Square value of 0.585. Thus, the model demonstrates a substantial level of explanatory power, although it also highlights the presence of external variables beyond the current research scope.

HYPOTHESIS DISCUSSION

1. Influence of Viral Marketing (X1) on Purchasing Decisions (Y)

The findings demonstrate that viral marketing significantly and positively influences the purchasing decisions of Kanzler sausages on TikTok among Gen Z in Madiun City. This conclusion is supported by the results of the t-test, where the calculated t-value for the viral marketing variable (X1) was 2.692, exceeding the t-table value of 1.966, and the obtained significance value was 0.007, which is below the 0.05 threshold. These outcomes lead to the

acceptance of the first hypothesis (H1), reinforcing that viral marketing plays an important role in consumer purchasing behavior. Furthermore, this result aligns with the research of Anindya and Indriastuti (2023), who also confirmed the positive and significant influence of viral marketing on purchasing decisions. In essence, the more intensively viral marketing is carried out, the higher the likelihood that Gen Z consumers in Madiun will decide to purchase Kanzler sausage products through TikTok.

2. The Influence of Affiliate Marketing (X2) on Purchasing Decisions (Y)

The results confirm that affiliate marketing has a positive and significant effect on the purchasing decisions of Kanzler sausages on TikTok among Gen Z in Madiun City. This conclusion is evident from the t-test analysis, which produced a calculated t-value of 5.440, exceeding the t-table value of 1.966, along with a significance value of 0.000 that is below the 0.05 threshold. These findings lead to the acceptance of the second hypothesis (H2), thereby reinforcing the important role of affiliate marketing in influencing consumer behavior. Moreover, the outcome of this study is consistent with the research conducted by Shinta et al. (2024), which similarly demonstrated that affiliate marketing positively and significantly affects purchasing decisions.

3. Influence of Brand Awareness (X3) on Purchasing Decisions (Y)

The analysis results demonstrate that brand awareness has a positive and significant influence on the purchasing decisions of Kanzler sausages on TikTok among Gen Z in Madiun City. This conclusion is supported by the t-test findings, where the calculated t-value for the brand awareness variable (X3) reached 9.902, which is far higher than the t-table value of 1.966, and the significance value obtained was 0.000, falling below the 0.05 threshold. These results lead to the acceptance of the third hypothesis (H3) and strengthen the argument that consumer awareness of a brand plays a critical role in shaping purchasing behavior. Furthermore, this conclusion is consistent with the study by Nuraisah (2020), which also found that brand awareness exerts a positive and significant effect on purchasing decisions. In essence, the higher the level of consumer awareness of the Kanzler sausage brand, the greater the probability that Gen Z consumers in Madiun City will choose to purchase the product through TikTok.

D. CONCLUSIONS

The results of this research demonstrate that viral marketing has a positive and significant impact on the purchasing decisions of Kanzler sausages on TikTok among Gen Z in Madiun City. In the same way, affiliate marketing also shows a positive and significant influence on the purchasing decisions of the respondents. Furthermore, brand awareness proves to positively and significantly affect purchasing decisions, underlining its importance in shaping consumer preferences. Overall, the evidence confirms that viral marketing, affiliate marketing, and brand awareness each play an essential role in encouraging Gen Z consumers in Madiun to purchase Kanzler sausage products through TikTok.

E. SUGGESTION

Future research is expected to expand this study by expanding the variables used to provide a more comprehensive analysis of purchasing decisions. Furthermore, the regional coverage and number of respondents could be expanded to obtain more representative and generally relevant results.

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