

**INFLUENCE OF VIRAL MARKETING, CONSUMER TRUST, ONLINE
CUSTOMER REVIEW AND PROUCT QUALITY ON PURCHASE
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Pertumbuhan media sosial sebagai sarana pemasaran digital telah memengaruhi perilaku konsumen, terutama dalam pengambilan keputusan pembelian. Penelitian ini dilakukan untuk menganalisis pengaruh *viral marketing*, kepercayaan konsumen, *online customer review*, dan kualitas produk terhadap keputusan pembelian produk *Lip Tint* Barenbliss melalui aplikasi TikTok. Penelitian ini menggunakan pendekatan kuantitatif dan teknik pengambilan sampel digunakan dalam penelitian ini adalah purposive sampling terhadap 387 responden yang merupakan konsumen *Lip Tint* Barenbliss di Kota Madiun. Teknik pengumpulan data melalui kuesioner dan analisis data dilakukan dengan bantuan SPSS versi 25. Hasil studi penelitian menunjukkan bahwa secara parsial *viral marketing*, kepercayaan konsumen, *online customer review*, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Penelitian selanjutnya harus memasukkan variabel tambahan dan memperluas wilayah, sehingga hasil bias lebih representatif,

Kata Kunci: *viral marketing*, kepercayaan konsumen, *online customer review*, kualitas produk, keputusan pembelian.

Abstract

The growth of social media as a digital marketing platform has significantly influenced consumer behavior, particularly in purchasing decision-making. This study aims to examine the influence of viral marketing, consumer trust, online customer reviews, and product quality on the purchasing decision of Barenbliss Lip Tint through the TikTok application. This research employs a quantitative approach, with a purposive sampling technique involving 387 respondents who are

Barenbliss Lip Tint consumers in Madiun City. Data were collected using questionnaires and analyzed utilizing SPSS version 25. The findings show that viral marketing, consumer trust, online customer reviews, and product quality each have a significant and positive impact on purchasing decisions when tested partially. Future researchers may explore other influencing variables and expand the scope of study so that the findings become more valid and widely applicable.

Keywords: *viral marketing, consumer trust, online customer reviews, product quality, purchasing decision.*

A. INTRODUCTION

The rapid progress of information technology and social media has greatly influenced societal consumption patterns, particularly among younger generations. According to Fitriani (2017), social media enables individuals to interact and communicate without constraints of time and space. TikTok, being one of the most popular platforms, according to CNN Indonesia (2024), has 157.6 million active users in Indonesia, the highest number in the world. TikTok has evolved not only as an entertainment medium but also as an effective digital marketing tool. Amalina (2019) states that the success of initiatives heavily depends on effective social media planning marketing many businesses. Creative content, such as makeup tutorials, product reviews, and unboxing videos, has proven effective in reaching consumers, especially adolescents and young adults who follow beauty trends.

One of cosmetic product that is currently popular on this platform is the Lip Tint from the brand Barenbliss. This liquid cosmetic product is favored by consumers due to its lightweight texture, practicality, and long-lasting performance. Aulia & Widowati (2018) explain that lip tints provide natural color results and multifunctional benefits. Hayati & Sudarwanto (2024) note that Barenbliss Lip Tint is formulated with six natural ingredients: meadowfoam seed oil, sunflower seed oil, jojoba oil, olive oil, dan almond oil. According to data from Kompas.co.id (2023), Barenbliss ranks first in lip tint sales on e-commerce platforms with a market share of 10.3%, surpassing Luxcrime (3.5%) and Focallure (1.5%).

The phenomenon of viral beauty products on TikTok has been leveraged by many brands as a promotional strategy, including Barenbliss. This strategy, known as viral marketing, involves the rapid dissemination of creative content to increase product popularity. However, not all consumers are motivated to make purchases even when products go viral and receive positive reviews. This is influenced by factors such as limited purchasing power, differences in consumer needs, doubts regarding product quality, and a lack of trust in the authenticity of social media reviews.

This phenomenon is also evident in Madiun City, where the trend of purchasing Barenbliss Lip Tint via TikTok has been steadily increasing. Several factors impact consumer buying decisions, including viral marketing, consumer trust, online customer reviews, and product quality. These factors serve as the main drivers in enhancing the purchasing decisions of Barenbliss Lip Tint consumers in Madiun City. Preliminary survey data for this study, collected through an initial questionnaire distributed to Barenbliss Lip Tint users in Madiun City who shop via the TikTok application, indicated that 78.8% of respondents had purchased the product. These findings demonstrate that promotional activities and sales strategies on TikTok exert a significant impact on consumers' buying choices.

Viral marketing upon the TikTok application, particularly through creative campaigns such as various makeup challenges, has successfully increased the popularity of Barenbliss Lip Tint due to the rapid dissemination of engaging content that captures consumer attention. Consumer trust is also fostered by clear product claims, influencer endorsements, and safety assurances such as BPOM registration, which instill confidence in purchasing. Additionally, online customer reviews on TikTok serve as a key consideration prior to purchase, where positive reviews that reflect genuine experiences further strengthen consumer confidence. Moreover, the proven product quality long-lasting, lightweight, and containing natural ingredients encourages satisfaction and repeat purchases.

Carried out by Purnomo et al., (2023) suggests Purchase decisions are directly and significantly impacted by viral marketing. In contrast, a study by Parmariza (2019) found that viral marketing did not strongly influence buying choices. Further, conducted by Zulfa & Hidayati (2018) demonstrates how purchasing decisions are positively and significantly impacted by consumer trust, whereas Trianto et al., (2022) concluded that consumer trust has an insignificant partial effect. Additionally, a study by Agista et al., (2024) discovered online customer feedback significantly influences purchase decisions in a positive way, while Rahmawati (2021) reported that this the variable shows no significant impact. Finally, research by Rohmah & Sukaris (2024) demonstrates that the quality of a product has a positive and substantial influence on buying decisions, whereas Amalia et al., (2024) discovered that product quality does not significantly impact purchasing decisions on its own..

1. Grand Theory (Theory of Planned Behavior)

The Planned Behavior Theory describes how an individual's actions are influenced by intentions, which are shaped by internal elements like abilities, motivation, and knowledge, along with external influences from the surrounding environment. Attitudes toward behavior include beliefs, evaluations of outcomes, the urge to follow standards, normative views, and subjective norms (Evelyna, 2021). Ajzen (1991) States that behavioral intentions are impacted by three primary elements: perceptions of behavioral control, subjective norms, and attitudes toward the activity (Lubis et al., 2024).

2. Purchase Decisions

As per Tua et al., (2022) a decision to buy represents the final stage during the process of consumer decision-making, wherein an individual ultimately selects and decides to purchase a product that has been previously considered. This reflects the outcome of various deliberations preceding the purchasing action. Meanwhile, Zubaidah & Latief (2022) explain that a purchasing decision is an individual's action in selecting or buying a product based on specific criteria. Such

decisions can be influenced by the consumer's needs and interests in the product, as well as external factors such as product quality, promotions, or the offered price.

3. Viral Marketing

According to Isnawati (2022) viral marketing is a strategy for digital marketing that leverages creative content on social media and is supported by influencers to accelerate the dissemination of messages through consumer participation. This strategy aims to create engaging content that is widely shared, similar to the spread of a virus. In line with Ayu (2019), viral marketing is designed to encourage individuals to voluntarily share promotional messages across various digital platforms, thereby reaching a wider audience at a relatively low cost.

4. Consumer Trust

According to Umma & Nabila (2023) trust is essential to establishing long-term the connections between buyers and sellers, emerging when a product or service meets consumer expectations. In line with this, Erpurini & Janah (2022) define consumer trust as the belief that a service provider can fulfill promises and is reliable in delivering services.

5. Online Customer Review

As stated by Mokodompit et al., (2022) reviews from online customers, consumers' assessments of their positive or negative experiences with a goods or services, published through digital platforms. Similarly, Niswaningtyas & Hadi (2022) emphasize that before making a purchase, consumers typically examine reviews first as a reference and guideline in their purchasing decision-making process.

6. Product Quality

According to Riyanto & Satinah (2023) product quality is an important factor that determines consumer satisfaction after experiencing its benefits. Meanwhile, Nisa & Tjahjaningsih (2023) add that customers tend to purchase products if the quality meets their expectations, but they will feel disappointed if the quality fails to meet those expectations.

B. METHOD

This study was conducted on Barenbliss Lip Tint consumers in Madiun City who made purchases through the TikTok application. The study utilized a quantitative method, which involves data in numerical form obtained from distributing questionnaires to respondents, with the purpose of evaluating pre-established hypotheses. This study's population consisted of all consumers who have purchased Barenbliss Lip Tint via TikTok in Madiun City. Since the exact population size is unknown, The Lemeshow formula was used to Identify the sample, resulting in a total of 387 participants. The study's independent variables were Viral Marketing (X1), Consumer Trust (X2), Online Customer Review (X3), and Product Quality (X4), whereas the dependent variable was Purchasing Decision (Y). The information was acquired by distributing questionnaires designed by the researchers based on indicators for each variable, allowing respondents to provide answers relevant to the study. SPSS version 25 was utilized to perform data assessment using validity and reliability tests alongside the R2 coefficient, t-tests, F-tests, and multiple linear regression analysis are used to evaluate how independent factors affect the dependent variable.

C. RESULTS AND DISCUSSIONS

1. Validity Test

This study conducted testing for validity to confirm that the questionnaire items effectively measured the variables, with the results as follows:

Tabel 1. Validity Test

Variable	Questions	R _{count}	R _{table}	Conclusion
Viral Marketing (X ₁)	X1.1	0,872	0,113	Valid
	X1.2	0,872	0,113	Valid
	X1.3	0,853	0,113	Valid
	X1.4	0,834	0,113	Valid
	X1.5	0,857	0,113	Valid
	X1.6	0,852	0,113	Valid
Consumer Trust (X ₂)	X2.1	0,862	0,113	Valid
	X2.2	0,882	0,113	Valid
	X2.3	0,874	0,113	Valid

Online Customer Review (X ₃)	X3.1	0,833	0,113	Valid
	X3.2	0,847	0,113	Valid
	X3.3	0,822	0,113	Valid
	X3.4	0,825	0,113	Valid
Product Quality (X ₄)	X4.1	0,833	0,113	Valid
	X4.2	0,810	0,113	Valid
	X4.3	0,834	0,113	Valid
	X4.4	0,759	0,113	Valid
	X4.5	0,814	0,113	Valid
Purchase Decisions (Y)	Y1.1	0,911	0,113	Valid
	Y1.2	0,908	0,113	Valid
	Y1.3	0,896	0,113	Valid
	Y1.4	0,918	0,113	Valid

Source: Researcher's Processed Data (2025)

All of the indicators for the variables include Viral Marketing (X₁), Consumer Trust (X₂), Online Customer Review (X₃), Product Quality (X₄), and Purchasing Decision (Y), according to the validity test results in Table 1 exhibit r-calculated values that exceed the r-table value (0.113) and significance values (sig) below 0.05. Therefore, all questionnaire items are considered valid and suitable for use in this study.

2. Reability Test

Derived from data analysis, the reliability test yielded the following output:

Tabel 2. Reability Test

Variabel	N of items	Cronbach's Alpha	Keterangan
Viral Marketing	6	0,927	Reliabel
Consumer Trust	3	0,842	Reliabel
Online Customer Review	4	0,850	Reliabel
Product Quality	5	0,868	Reliabel
Purchase Decisions	4	0,929	Reliabel

Source: Researcher's Processed Data (2025)

Table 2 presents the test of reliability results, indicating that the Cronbach's Alpha values for all variables exceed 0.70. Therefore, It is feasible to conclude that all of the variables in this study are indicators of each other meet the reliability criteria and are considered reliable.

3. Normality Test

Founded on the data processing, the Kolmogorov-Smirnov normality test using SPSS in this study yielded the following output:

Tabel 3. Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>			
		<i>Unstandardized Residual</i>	
N		387	
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000	
	<i>Std. Deviation</i>	2.15721184	
<i>Most Extreme Differences</i>	<i>Absolute</i>	.045	
	<i>Positive</i>	.029	
	<i>Negative</i>	-.045	
<i>Test Statistic</i>		.045	
<i>Asymp. Sig. (2-tailed)</i>		.053 ^c	
<i>Monte Carlo Sig. (2-tailed)</i>	<i>Sig.</i>	.390	
	<i>99% Confidence Interval</i>	<i>Lower Bound</i>	.377
		<i>Upper Bound</i>	.402

Source: Researcher's Processed Data (2025)

Normality testing assesses if the data in a study are normally distributed (Ghozali, 2018). Based on the test for normality in Table 3 using the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value was $0.053 > 0.05$, indicating that the residuals follow a normal distribution. The Significance Test of Monte Carlo also showed a value of $0.390 > 0.05$, further confirming that the normality assumption is met.

4. Multicollinearity Test

The table below presents the outcomes of the multicollinearity test performed in this study:

Tabel 4. Multicollinearity Test

<i>Coefficients^a</i>			
Model		<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	VIF
1	(Constant)		
	Viral Marketing	.961	1.041
	Consumer Trust	.742	1.348
	Online Customer Review	.725	1.379
	Product Quality	.867	1.153

Source: Researcher's Processed Data (2025)

A regression model is deemed effective when the independent variables are uncorrelated (Ghozali, 2018). Based on Table 4, the multicollinearity analysis shows that all independent

variables have tolerance values > 0.01 and $VIF < 10$, indicating to ensure the absence of multicollinearity.

5. Heteroscedasticity Test

The Glejser test serves as a hypothesis test designed to identify heteroscedasticity in a regression model. The heteroscedasticity test results from this study, derived from the analysis, are as follows:

Tabel 5. Heteroscedasticity Test

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.516	.593		2.557	.011
	X ₁	.019	.017	.060	1.143	.254
	X ₂	.018	.035	.031	.532	.595
	X ₃	-.009	.028	-.019	-.311	.756
	X ₄	-.016	.020	-.045	-.814	.416

Source: Researcher's Processed Data (2025)

According to Table 5, the heteroscedasticity test results indicate that every independent variable possesses significance values > 0.05 . Thus, the findings indicate indicating that the regression model shows no signs of heteroscedasticity issues.

6. Multiple Linear Regression Test

Multiple linear regression analysis is conducted to assess how effectively the independent variables explain variations in the dependent variable (Ghozali, 2018). The findings from the analysis of multiple linear regression conducted within this research are summarized below:

Tabel 6. Multiple Linear Regression Test

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.872	1.019		1.837	.067
	Viral Marketing	.139	.029	.201	4.804	.000
	Consumer Trust	.333	.059	.267	5.610	.000
	Online Customer Review	.242	.049	.239	4.960	.000
	Product Quality	.138	.034	.177	4.007	.000

Source: Researcher's Processed Data (2025)

The regression results in Table 6 show a constant value of 1.872, indicating that even if all independent variables are zero, consumer purchasing decisions still exist. The Viral Marketing variable has a positive effect of 0.139, while Consumer Trust has the most dominant influence with a coefficient value of 0.333. Online Customer Review also exerts a positive effect of 0.242, and Product Quality contributes 0.138. Thus, all four the combined influence of independent variables contributes to enhancing consumer purchasing decisions.

7. Partial Significance Test (t-Test)

The t-test is used to evaluate the significance of the effect that independent variables exert on the dependent variable (Ghozali, 2018). The table below displays the outcomes of the partial test:

Tabel 7. Partial Significance Test (t-Test)

<i>Coefficients^a</i>					
Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.872	1.019		1.837	.067
Viral Marketing	.139	.029	.201	4.804	.000
Consumer Trust	.333	.059	.267	5.610	.000
Online Customer Review	.242	.049	.239	4.960	.000
Product Quality	.138	.034	.177	4.007	.000

Source: Researcher's Processed Data (2025)

As indicated by the t-test outcomes shown in Table 7, all independent variables were found to positively and significantly influence purchasing decisions. The t-values for Viral Marketing ($t = 4.804$), Consumer Trust ($t = 5.610$), Online Customer Review ($t = 4.960$), and Product Quality ($t = 4.007$) are all more than the t-table value (1.966), at levels of significance of $0.000 < 0.05$. Therefore, all four research hypotheses are accepted.

8. Determination Test

The determination coefficient (R^2) reflects how well the regression model accounts for the variability of the dependent variable through the independent variables. (Ghozali, 2018). The findings from the determination coefficient test are presented below:

Tabel 8. Determination Test

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.598 ^a	.357	.351	2.168

Source: Researcher's Processed Data (2025)

According to Table 8, a coefficient of determination of 0.357 suggests that 35.7% regarding from the differences in purchasing decisions is influenced via the factors of Viral Marketing, Consumer Trust, Online Customer Reviews, and Product Quality. Meanwhile, the other 64.3% is affected by elements outside the boundaries of this research.

D. CONCLUSIONS

It can be concluded from the research findings and analysis viral marketing has a positive and significant impact on purchase decisions of Barenbliss Lip Tint on TikTok Application. This indicates that the wider and faster the dissemination of promotional content, the higher the purchasing decisions. Customer trust also has a positive and substantial impact on buying choices, suggesting that as the degree of trust increases Barenbliss brand, the greater the likelihood of consumers making a purchase. Online Customer Review similarly has a positively and significantly influences purchasing decisions effect, where an increasing number of positive and genuine reviews strengthens consumers' motivation to buy. Product Quality also has a positively and significantly effect, meaning that the greater the quality of Barenbliss Lip Tint, the higher consumers' purchasing decisions.

E. SUGGESTIONS

According to the conclusions of this study, Multiple suggestions can be provided. For companies, it is suggested to expand viral marketing strategies by involving influencers and

creating engaging content on TikTok, maintain and improve product quality particularly the lipstick formula to ensure it remains lightweight and long-lasting and encourage consumers to provide positive reviews through social media or product packaging with incentive programs. For consumers, it is important to continue providing honest and constructive reviews to help other consumers in their decision-making, as well as to be selective by considering reviews, product quality, and brand credibility. Meanwhile, for future researchers, this study can act as a foundation for expanding research by incorporating additional variables that may influence purchasing decisions and by expanding the research area to produce more representative and generalizable results.

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