



The Influence Of Viral Marketing And Electronic Word Of Mouth (E-Wom) On Purchase Decisions For Cimory Yogurt Bites Products In Tiktok Shop

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Abstract: This study aims to analyze the impact of viral marketing and electronic word of mouth (e-WOM) on purchasing decisions for Cimory Yogurt Bites products through TikTok Shop. By applying a quantitative descriptive verification approach and the Partial Least Square-Structural Equation Modeling (PLS-SEM) method, data was collected from 105 respondents who are active TikTok Shop users. The results revealed that viral marketing contributes significantly to purchasing decisions through the rapid and engaging dissemination of information on social media. Similarly, e-WOM provides a significant positive impact through consumer reviews that increase trust in the product. Together, these two variables explain 83.3% of the variability in purchase decisions. The findings confirm the importance of social media-based marketing strategies in attracting the attention of consumers, especially the younger generation. This research provides strategic insights for businesses to optimize the use of social media to increase product appeal and sales.

Keywords: Viral Marketing, e-WOM, Purchasing Decisions

1. INTRODUCTION

In today's digital era, the Internet allows people from various parts of the world who previously did not know each other to connect by accessing the internet network through certain devices. The interactions that occur are aimed at fulfilling various life needs, both physically and mentally. One of these needs is access to information, which is an important part of life and supports various activities. In this case, the internet plays a major role in providing and fulfilling needs (Alyusi, 2019). With the development of the internet, it is easier to find information or what is needed, there is an application that helps find information, namely social media.

Received: 07 Maret 2025

Revised: 21 Maret 2025

Accepted: 04 Mei 2025

Published: 06 Mei 2025

Curr. Ver.: 06 Mei 2025



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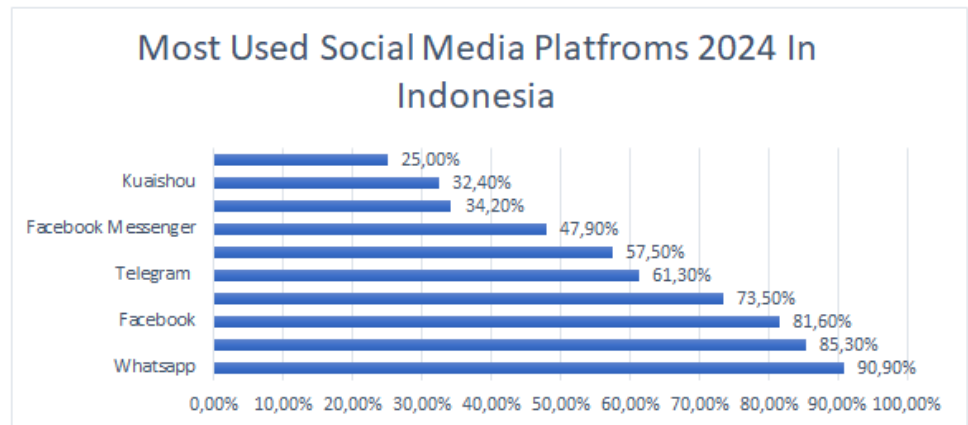


Figure 1. Social Media Platforms Frequently Used in Indonesia.

Source : <https://wearesocial.com/id/blog/2024/01/digital-2024/>

The table above shows that social media in Indonesia has experienced rapid growth in recent years. As of January 2024, social media now plays a primary role for businesses to expand their audience reach, interact directly with customers, and produce engaging content. Platforms such as TikTok Shop, Instagram Shop, and Facebook Shop are examples of direct e-commerce integration into social media that have changed the way online businesses operate. This development highlights more effective marketing strategies and easier access to a wider online community, thus enhancing a more integrated and efficient shopping experience for consumers. (Shaputra et al., 2024).

PP Number 80 of 2019 is a government regulation that regulates trade through electronic systems (e-commerce) in Indonesia. This PP was established to optimize the development of e-commerce by providing a clear legal framework, as well as protecting consumers and business actors.

Marketing through social media platforms is increasingly dominating product promotion strategies and is the most transformative form of information technology in business (Denada et al., 2023). One prominent example is viral marketing and electronic word-of-mouth (e-WOM). Both of these methods have great potential to influence consumer decisions, especially among young people who are very active on platforms like TikTok. Cimory Yogurt Bites, which is known for its attractive taste and packaging, has been in the spotlight on TikTok and TikTok Shop.

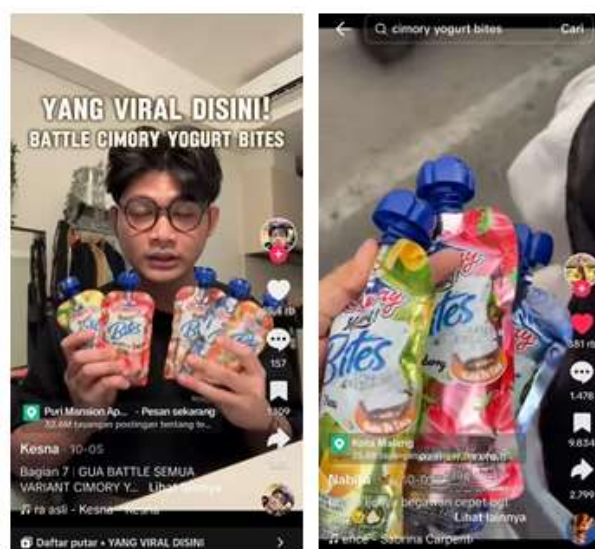


Figure 2 Viral Video Review of Cimory Yogurt Bites

Source : Tiktok

In the image above, a viral TikTok short video reviews the latest product, Cimory Yogurt Bites. Viral Marketing is a strategy that utilizes social media to spread information

about products or services in an interesting and entertaining way. In the context of the Cimory Yogurt Bites product on TikTok Shop, viral marketing can have a significant impact on consumer purchasing decisions. User engagement with content about Cimory Yogurt Bites went viral on TikTok, many users interacted with the video, either through comments, likes, or shares. This engagement creates a sense of community among users and encourages others to try the product. Short videos on TikTok allow sellers to demonstrate product advantages in a visually appealing way. For example, unboxing or flavor reviews that show attractive packaging and flavor variations can attract the attention of the audience and encourage them to buy.

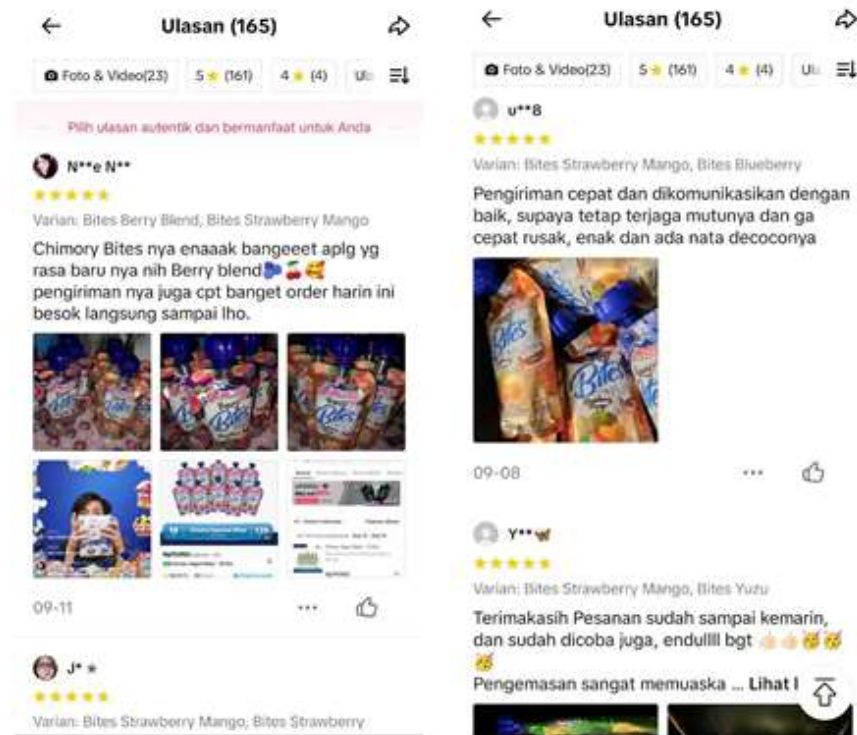


Figure 3 E-WOM Through Reviews On Tiktok Shop Cimory

Source : <https://vt.tokopedia.com/t/ZSjhAChrY/>

In the image above, there is a positive review from a consumer who has purchased Cimory Yogurt Bites on TikTokshop. e-WOM refers to digital communication in the form of reviews, suggestions, or testimonials that discuss a product or service. In the context of the Cimory Yogurt Bites product on TikTok Shop, e-WOM Reviews from consumers can provide important information about product quality, taste, and delivery. For example, positive reviews about deliciousness and fast delivery can increase the interest of potential buyers. Positive testimonials play a role in helping potential buyers feel more confident in making decisions. Shopping online often makes consumers hesitate, but reviews from other users can reduce this uncertainty. Reviews that are relevant to consumers' personal preferences (for example, certain flavors) can positively influence their decisions. Consumers tend to find the reviews they read more relevant if they match their needs.

According to (Kusmawati et al., 2024) viral marketing has a significant influence on purchasing decisions. Meanwhile, (Komariah et al., 2022) said that e-WOM has a positive impact on purchasing decisions. The findings from (Tapparan & Allo, 2022) shows that both viral marketing and e-WOM influence purchasing decisions, both simultaneously and partially. However, in contrast to previous results, research by (Fajriyah & Karnowati, 2023) revealed that viral marketing and e-WOM do not have a partial influence on purchasing decisions.

This article aims to analyze the influence of viral marketing and e-WOM on consumer purchasing decisions for Cimory Yogurt Bites on TikTok Shop. Understanding this aspect can support companies in developing more optimal marketing strategies to

maximize the potential that exists on social media. Through this study, it is hoped that useful insights can be obtained for industry players in increasing product appeal and sales.

2. LITERATURE REVIEW

Marketing Management

According to Dr. H. Muhammad Yusuf Saleh Pada 2019 Many people assume that marketing has the same meaning as sales or promotion/advertising. Actually, sales and promotion are only a small part of the overall marketing concept. In a broader scope, marketing can be defined as a social and managerial process that allows individuals or groups to meet their needs and wants through innovation and the exchange of values and products. mutually beneficial. The study of marketing management has a crucial role as a step in overcoming and anticipating the dynamics that occur now and in the future. (Fauzi et al., 2023).

From this explanation, it can be synthesized that marketing is a social and managerial process that enables individuals and groups to fulfill their needs and desires through the creation and exchange of products and values that are beneficial to both parties.

Viral Marketing

According to (Haque-Fawzi et al., 2022) Viral marketing is an action against an object or mindset that encourages the spread and replication of information to a wide audience, so that more people know about it. Moreover, something that is known can become a big phenomenon afterward by the community. In today's social media, viral is more often associated with negative aspects, such as making someone famous through news that becomes a trending topic. However, if managed properly, the viral phenomenon can have a positive impact. In the world of marketing, this concept is known as viral marketing.

According to (Agustiani et al., 2024) Viral marketing is a communication and distribution strategy that encourages consumers to share digital product reviews with others who have similar interests. Although the term "viral" indicates the rapid spread of messages like a computer virus, viral marketing is different and not as destructive as viruses. This strategy relies on word-of-mouth communication-based promotion to reach a wider audience. In the online context, message distribution can be done through social media. Dimensions or indicators in Viral Marketing include clarity of product information and an environment that supports discussions about the product.

Referring to this definition, it can be concluded that viral marketing is a communication and distribution approach that encourages consumers to share product reviews digitally, so that information spreads quickly and widely, similar to the spread of a virus.

E-WOM (Electronic Word Of Mouth)

Menurut (Tjiptono & Diana, 2022) e-WOM is a traditional definition stating that WOM is interpersonal communication orally between the message recipient and the communicator,

where the recipient perceives non-commercial information about a brand, product, or service. Along with its development, WOM is defined as a Process Activity in which consumers share information about products, services, brands, or companies to other people..other consumers. If the dissemination of information is done via the internet, such as reviews, tweets, blog posts, "likes", "pins", images, photos, or video testimonials, then the term used is e-WOM. The detailed differences between traditional Word-of-Mouth (WOM) and Electronic Word-of-Mouth (e-WOM). There are 3 E-WOM indicators, namely Intensity, Valence of Opinion, Content. (Prayoga & Yasa, 2023).

Based on the above understanding, it can be synthesized that Word-of-Mouth (WOM) is non-commercial interpersonal communication about brands, products, or services that consumers do to other consumers. When this communication takes place via the internet, such as through reviews, tweets, or blog posts, as e-WOM.

Buying Decision

According to (Gunawan et al., 2022) Purchasing decisions are individual actions in choosing and buying products offered by sellers, influenced by various factors, such as the personal characteristics of the buyer, Factors such as age, occupation, and economic conditions have an influence, while consumer behavior also plays an important role in the decision-making process. In determining purchasing decisions, consumers will consider various aspects, such as product quality, taste, location facilities, and other factors as a basis for choosing a product. In addition, ease of obtaining products is also another factor that influences decisions (Sesandi et al., 2024). According to Kotler and Keller, translated by Tjiptono (2012:184) in his book, consumer decisions in purchasing products include five main aspects: product selection, brand, distribution channel, time of purchase, and number of products purchased. (DR. Kiki Farida Ferine & Yuda, 2022).

Based on the definition Based on the description, purchasing decisions are an individual's process in determining the choice to buy a product, with various influencing factors, such as personal characteristics, including age, occupation, and economic conditions.

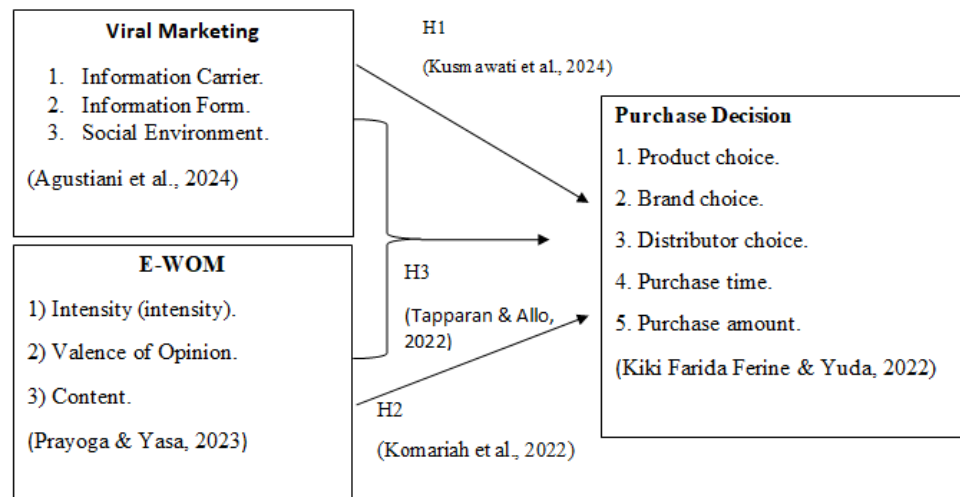
2.5 Kualitas Laporan Keuangan

The research problem has been discussed in the form of questions and has an initial solution in the form of a hypothesis. The solution is still temporary because the responses given are based on a certain perspective, not on concrete facts that will be obtained after data collection. The study has several theories based on this opinion on the explanation of the Viral Marketing Variable, Electronic Word of Mouth, and Purchasing Decisions :

H1 : There is an influence of viral marketing on consumer purchasing decisions.

H2 : There is an influence of e-WOM on consumer purchasing decisions.

H3 : There is a simultaneous influence of viral marketing and e-WOM on consumer purchasing decisions.



Gambar 4 Paradigma Penelitian

Sumber : Diolah oleh Peneliti 2024

3. RESEARCH METHODS

This study uses a quantitative descriptive verification approach with data analysis through Partial Least Square-Structural Equation Modeling (PLS-SEM), a variance-based statistical technique for modeling complex relationships between latent variables. (constructs) and their indicators. Data collection was carried out through a Google Form questionnaire with measurements using an ordinal scale. In Indonesia, the number of active TikTok Shop users each month is reported to have reached 125 million. (Adi Ahdiat, 2024). The number of samples taken was 105 respondents, determined based on the theory (Triono & Dalimunthe, 2024) The Hair formula can be used if the analysis method used is SEM (Structural Equation Modeling) for example the hair formula $N = 5 \times \text{Research indicators}$. The background of the study using the Hair formula is because the population in this study has a large number and the sample criteria in the study are from the population that uses TikTok and TikTokshop, and knows the Cimory Yogurt Bites product and has made a purchase decision at TikTokshop, suggesting that the minimum sample size is 5x10 times the indicator variable. Hair Formula: $5 \times 21 \text{ Indicators} = 105$ Respondents. The number of samples taken from an unknown population is 105 respondents, with a purposive sampling technique based on certain criteria. respondents are active TikTok users who have accessed Cimory Yogurt Bites content on the platform. Determination of sample size is done using the Hair Formula for a large population.

4. RESEARCH RESULT

The following is a description of the research results and data analysis obtained through data collection using the questionnaires that have been collected.

Table 1 Respondents' Age

| Age | Amount |
|-------|--------|
| 12-27 | 94 |
| 28-43 | 11 |
| Total | 105 |

Source: Processed by Researchers 2024

Based on the data obtained from 105 respondents on TikTok and TikTokshop who know about Cimory Yogurt Bites, the majority of respondents are aged 12-27 years, as many as 94 respondents. It can be concluded that those who know about Cimory Yogurt Bites are people who know about the Cimory Yogurt Bites product through social media (Kusmawati et al., 2024).

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Table 2 Respondents' Occupations

| Work | Amount |
|---------------|--------|
| Students | 79 |
| Worker | 18 |
| Self-employed | 6 |
| Housewife | 2 |
| Total | 105 |

Source: Processed by Researchers 2024

In the table above, the majority of the types of work are unemployed, from 105 samples there are 79 people who fill in the status as students. It can be concluded that those who know the Cimory Yogurt Bites product are more students than those who work (Kusmawati et al., 2024).

Validity Test

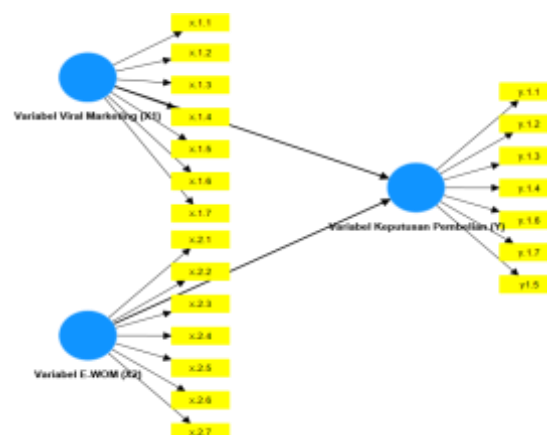


Figure 5 Outer Loading Results

Source: Processed by Researchers 2024

Table 1 Construct Realibility and Validity

| Average variance extracted (AVE) | |
|----------------------------------|-------|
| Variable (X1) | 0.742 |
| Variable (X2) | 0.630 |
| Variable (Y) | 0.648 |

Source: Processed by Researchers 2024

Based on Table 3, the Viral Marketing variable has an AVE value of 0.742, the e-WOM variable is 0.630, and the Purchase Decision variable is 0.648. All variables show a higher AVE value than the cross loading correlation, which is 0.50, thus confirming its validity.

Table 2 Fornell Larcker Criterion

| | Variabel X1 | Variabel X2 | Variabel Y |
|---------------------------------|-------------|-------------|------------|
| Variable Viral Marketing (X1) | 0.862 | | |
| Variable E-WOM (X2) | 0.468 | 0.794 | |
| Variables Purchase Decision (Y) | 0.725 | 0.830 | 0.805 |

Sumber: Diolah Peneliti 2024

Based on Table 4, it is concluded that the Fornell-Larcker Criterion criteria for each variable have been met. The value of the Viral Marketing variable reaches 0.862, which is higher than the E-WOM and Purchase Decision variables. In addition, the value of the E-WOM variable is lower than the Purchase Decision. The Purchase Decision variable reaches a value of 0.805. Overall, based on the results of the Fornell-Larcker Criterion, all variables in this study meet the Discriminant Validity criteria, with the highest value in the Viral Marketing variable (X1).

Table 3 Reliability Test

| | Cronbach's alpha |
|--------------------------------|------------------|
| Variable Viral Marketing (X1) | 0.942 |
| Variable E-WOM (X2) | 0.901 |
| Variable Purchase Decision (Y) | 0.909 |

Source: Processed by Researchers 2024

In Table 5, the Cronbach's Alpha value for Viral Marketing, E-WOM, and Purchase Decision exceeds 0.70. This indicates that all variables have met the reliability test with a high level of reliability.

Tabel 4 Path Coefficient Test

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values |
|---|---------------------------|-----------------------|----------------------------------|--------------------------------|-------------|
| Variable E-WOM (X2) -> Variable Purchase Decision (Y) | 0.628 | 0.627 | 0.038 | 16.532 | 0.000 |
| Variable Viral Marketing (X1) -> Variable Purchase Decision (Y) | 0.431 | 0.438 | 0.044 | 9.908 | 0.000 |

Source: Processed by Researchers 2024

In table 6, the relationship between variables is explained as follows: The E-WOM variable has a t-statistic value that is greater than the significance value and a p-value of less than 0.05. This shows that the hypothesis regarding the influence of E-WOM on Purchasing Decisions can be proven.

Table 5 R-Square Test

| | R-square | R-square adjusted |
|------------|----------|-------------------|
| Variable Y | 0,833 | 0,830 |

Source: Processed by Researchers 2024

In Table 7, the R-Square value of 0.830 shows that the Purchase Decision (Y) is influenced by Viral Marketing (X1) and e-WOM (X2) by 83.3%, while the remaining 16.7% is influenced by other variables outside this model.

The Influence of Viral Marketing on Purchasing Decisions

The first hypothesis states that Viral Marketing has been proven to have a positive and significant influence on Purchasing Decisions, because it can increase customer trust in Cimory Yogurt Bites products through social media platforms. Purchasing Decisions become a crucial element in Viral Marketing when the marketed product presents transparent and comprehensive information. This indicates that Purchasing Decisions reflect consumer confidence in the value provided by a product.

The Influence of Electronic Word Of Mouth on Purchasing Decisions

The second hypothesis states that E-WOM has a positive and significant influence on the purchasing decision of Cimory Yogurt Bites products. This impact is influenced by various aspects, such as taste, price, and packaging design and the delivery process felt by consumers. These factors encourage customers to provide positive reviews based on their experiences, in line with the research findings. The high utilization of social media as a means of promoting Cimory Yogurt Bites products also expands the marketing scope. The more often this product appears on social media, the more intense the discussion, which ultimately encourages word-of-mouth recommendations. Thus, people who do not directly see this product on social media can still get information about it.

The Influence of Viral Marketing and E-WOM on Purchasing Decisions

This study examines the relationship between Viral Marketing and e-WOM influencing Purchasing Decisions, with the results of the determination test showing an R-Square (R^2) value of 0.833 or 83.3%, which indicates that this model is able to explain around 83.3% of the variability in the dependent variable, namely purchasing decisions. In other words, 83.3% of the variation in Purchasing Decisions is influenced by independent variables, namely Viral Marketing and e-WOM, while the remaining 16.7% is influenced by other factors outside this study. The R-Square value of 0.833 indicates that this model has good predictions, because more than half of the variation in Purchasing Decisions can be influenced by both variables.

CONCLUSION

This study examines the impact of viral marketing and electronic word of mouth (e-WOM) on consumer purchasing decisions for Cimory Yogurt Bites products on TikTok Shop. Using a quantitative descriptive verification approach and the PLS-SEM method, the following findings were obtained :

- Viral Marketing: Has a positive and significant influence on purchasing decisions. This strategy allows the rapid dissemination of product information through social media, thereby increasing consumer confidence in the value of the product.
- Electronic Word of Mouth (e-WOM)**: Has a significant positive impact on purchasing decisions. Consumer reviews of quality, taste, price, and packaging play a role in strengthening potential buyers' confidence in the product.
- Simultaneous Influence: Viral marketing and e-WOM together explain 83.3% of the variation in consumer purchasing decisions. This finding emphasizes the importance of social media-based marketing strategies in attracting the attention of the younger generation.

This finding provides strategic insight for business actors to take advantage of the enormous potential of social media in increasing product appeal and sales.

IMPLICATIONS

Based on the results explained previously, the overall findings of the study can be concluded as follows:

1. For Companies
 - Utilizing viral marketing to create creative content that attracts the attention of the younger generation, especially on platforms such as TikTok Shop.
 - Encourage positive reviews from consumers as part of an e-WOM strategy to build trust and increase customer loyalty.
2. For Consumers
 - Consumers can use e-WOM reviews to make more informed and trusted purchasing decisions.
 - Awareness of the influence of viral content can help consumers be more critical of the marketing strategies implemented by companies.
 - Appreciate company transparency through honest and interactive product reviews.
3. For Further Researchers
 - This study provides an opportunity to explore other variables, such as the impact of influencer marketing or discount promotions on purchasing decisions.
 - Further studies can be conducted to understand the impact of viral marketing and e-WOM on other consumer segments, such as users with an older age range.
 - Develop a research model that combines AI technology or personalization in digital marketing to expand understanding of consumer behavior.

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