


The Influence of Viral Marketing, E-Trust, and Social Media Marketing on Purchasing Interest Mediated by Customer Satisfaction on Skintific Products

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Article Info	ABSTRACT
Keywords: Viral Marketing, E-Trust, Social Media Marketing, Purchase Interest, Customer Satisfaction, Scientific Products	This study aims to determine the effect of viral marketing, e-trust and social media marketing on purchase intention mediated by customer satisfaction (a study on scientific products in West Jakarta). The research was conducted on 130 respondents with 150 tabulated answers using a quantitative approach. The research model used is Structural Equation Model (SEM). The results of the study indicate that viral marketing does not affect customer satisfaction, e-trust affects customer satisfaction, social media marketing does not affect customer satisfaction, customer satisfaction affects purchase intention, customer satisfaction does not mediate between viral marketing and purchase intention, customer satisfaction mediates between e-trust and purchase intention, customer satisfaction does not mediate between social media marketing and purchase intention.
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INTRODUCTION

The use of social media today has developed significantly in this era of widespread globalization. Community life is also closely linked to the role of social media from various platforms that have been created. Thanks to the presence of social media, community life has been born with a variety of groups that enjoy a particular activity. According to Maryville University from (Kumparan, 2023), social media is an online platform that facilitates social interaction and content sharing between users. Then the development of the internet has brought changes in many areas. One of the changes brought by the internet is in the realm of business. We can buy or sell goods and services online, either through social media such as Instagram and Facebook or through several marketplaces available in Indonesia such as Jakmall, Zalora, Tokopedia, and Shopee. This is due to the internet that can connect devices even though the distance between them is very far, enabling e-commerce (Yusup, 2019).

Social media has many benefits in everyday use that change some habits and lifestyles of the Indonesian people. One of the activities referred to in social media is showcasing the use of skin care in daily life. According to (Alfieri & Yogianti, 2021), skin care is a product, something that is applied to the skin, with various purposes so that the user can soothe, restore, improve, and protect the skin. Social media, with its large number of users discussing

skincare, has made the public more open and aware that skincare can improve appearance. Public awareness of the use of skincare has also increased, one of which is through the trend of beauty products; the trend of beauty products rose during the Covid-19 pandemic and the change in lifestyle, especially during the PSBB (Large-Scale Social Restrictions).

According to data from (DPR RI, 2023), there is an increase in the national cosmetic industry. Reported by BPOM, the number of business actors has grown from 819 in 2021 to 913 in 2022. The development of skincare in Indonesia is not only driven by the increasing number of entrepreneurs and information circulating on social media, but also by communities present on the internet that contribute to skincare sales. According to Soenarno in (Dailamai et al., 2023).

the increase in sales and brand values in 2023 on the Shopee platform with several brands such as The Originote, Garnier, Hanasui, Somethinc, Scarlett, MS Glow, Wardah, and also Skintific. During this period, Skintific sales showed an increase of over 500% that year. This indicates that Skintific products are quite popular among customers, therefore consumers believe that Skintific products can satisfy and stimulate interest in purchasing the brand.

Table 1. Pra-Survey

Question	Yes	No
(Viral Marketing) I am interested in buying Skintific skincare products because information about the products is widely available.	19	6
(Social Media Marketing) Skintific has good, relevant, and educational social media content that promotes its products to consumers to attract buying interest.	23	2
(Brand Image) Skintific is a beauty brand with a good brand image that increases consumer purchasing interest.	21	4
(Word Of Mouth) Respondents often hear or talk about Skintific products with family/relatives/friends or the community to express interest in buying Skintific products.	19	6
(Customer Satisfaction) Respondents feel that Skintific's products have customer satisfaction that meets expectations, which can attract consumer buying interest.	23	2
(E-Trust) Respondents feel that Skintific products provide good benefits for consumers regarding the ingredients used in their skincare products.	23	2

Question	Yes	No
(Price) Respondents feel that the products received are worth the price paid to obtain the products from Skintific. .	16	9
(Product Quality) Skintific is a quality skincare product.	22	3

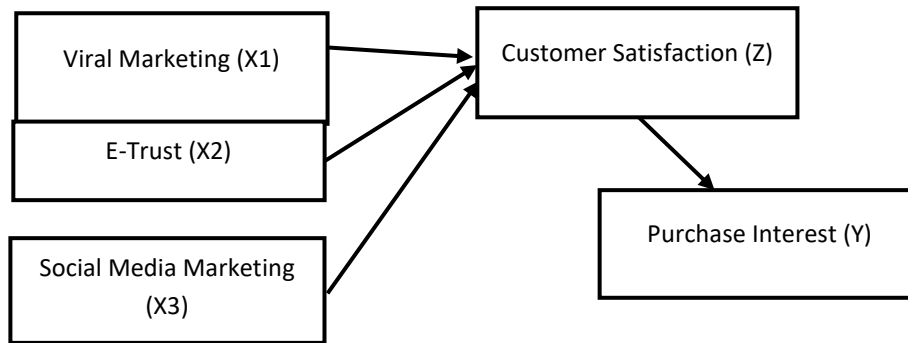
Source : Result of the Pre-Survey of Skintific Products

Development Hypothesis

1. Relationship between Viral Marketing and Customer Satisfaction
 H1: Indicates that the influence of Viral Marketing is positive and significant towards Customer Satisfaction.
2. Relationship between E-Trust and Customer Satisfaction
 H2: Indicates that the influence of E-Trust positive and significant towards Customer Satisfaction.
3. Relationship between Social Media Marketing and Customer Satisfaction
 H3: Indicates that the influence of Social Media Marketing positive and significant towards Customer Satisfaction.
4. Relationship between Customer Satisfaction and Purchase Intention
 H4: Indicates that the influence of Customer Satisfaction positive and significant towards Purchase Intention.
5. Customer Satisfaction mediation between Viral Marketing and Purchase Intention
 H5: Indicates that customer satisfaction mediates the positive and significant effect of viral marketing on purchase intention.
6. Customer Satisfaction mediation between E-Trust and Purchase Intention
 H6: Indicates that customer satisfaction mediates the positive and significant effect of e-trust on purchase intention.
7. Customer Satisfaction mediation between Social Media Marketing and Purchase Intention
 H7: Indicates that customer satisfaction mediates the positive and significant effect of social media marketing on purchase intention.

Conceptual Framework

This study has one dependent variable, namely purchasing intention, which is thought to be influenced by three independent variables: viral marketing, e-trust, and social media marketing with one mediation variable customer satisfaction. The conceptual framework in this study is as follows:



METHODS

This study used Structural Equation Modeling (SEM) as a data analysis method, which is currently used to address the weaknesses of the regression method. To test the hypothesis and generate a feasible model, the author used Variant-Based Structural Equation Modeling, with Partial Least Squares (PLS) as the data processing method.

RESULT AND DISCUSSION

Results of Evaluation of the Measurement Model (Outer Model)

A design of the research model cannot be tested in relation to the relational and causal predictive model if it has not passed the purification stage in the measurement model. The measurement model itself is used to test the validity and reliability of the construct.

Convergent Validity Test Results

Convergence of validity is related to the principle that the measure (real variable) of a construct must be highly correlated. The indicator of the reflexive convergence validity test with the SmartPLS program shows that the average variance extract (AVE) score must be greater than 0.5.

Tabel 2. Average Variance Extracted(AVE) Results

	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Media Marketing	0.840	0.926	0.862
Viral Marketing	0.881	0.944	0.680
E-Trust	0.881	0.913	0.679
Customer Satisfaction	0.885	0.902	0.698
Purchase Interest	0.861	0.905	0.705

Source: Results of Data Processing with the SmartPLS Program

Convergent validity tests can be seen from the results of the average variance extract (AVE). Based on Table 1.2, it can be seen that the construct scores for all variables have a score of more than 0.5. So, there is no convergent validity problem in the tested model.

Discriminant Validity Test Results

According to Ghozali (2015), an AVE value >0.50 is recommended as the minimum value. The way to test discriminant validity with reflexive indicators is by looking at:

Table 3. Crossloading Value

	VM	ET	SMM	CS	MB
X1.5	0.955	0.746	0.545	0.524	0.590
X1.6	0.936	0.583	0.477	0.442	0.438
X2.1	0.781	0.818	0.688	0.614	0.632
X2.2	0.691	0.861	0.652	0.638	0.609
X2.3	0.521	0.811	0.615	0.617	0.649
X2.4	0.504	0.854	0.684	0.656	0.675
X2.5	0.453	0.774	0.669	0.712	0.751
X3.4	0.523	0.734	0.919	0.622	0.670
X3.5	0.488	0.759	0.938	0.707	0.747
Z1	0.490	0.737	0.684	0.884	0.786
Z3	0.423	0.640	0.568	0.821	0.575
Z4	0.328	0.584	0.537	0.804	0.669
Z5	0.468	0.667	0.598	0.829	0.590
Y1	0.401	0.624	0.516	0.625	0.836
Y2	0.466	0.657	0.712	0.700	0.863
Y3	0.462	0.649	0.589	0.658	0.806
Y4	0.515	0.786	0.743	0.670	0.853

Source: Results of Data Processing with the SmartPLS Program

Based on table 3, all indicators for the variables of work discipline, motivation, reward system and employee performance already have a cross loading value above 0.5. The next step is to test the discriminant validity by comparing the square root value of AVE with the correlation between latent constructs.

Test Reliability (Composite Reliability)

Table 4. Reliability Test Results Based on Composite Reliability & Cronbach's Alpha Values

	Cronbach's Alpha	Composite Reliability
Viral Marketing (X1)	0.881	0.944
E-Trust (X2)	0.881	0.913
Social Media Marketing (X3)	0.840	0.926
Purchase Interest (Y)	0.861	0.905
Customer Satisfaction (Z)	0.885	0.902

Source: Results of Data Processing with the SmartPLS Program

Based on the data presented in table 4 above, it can be seen that the composite reliability value of all research variables is > 0.5. So, the constructs of viral marketing, e-trust, social media marketing, purchasing intention and customer satisfaction already have good

reliability or are categorized as reliable. Based on the data presented in table 1.4 above, it can be seen that the Cronbach's alpha value of each research variable is > 0.5. Thus these results can indicate that each research variable has met the requirements for Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability.

Structural Model Evaluation Results (Inner Model)

After testing or evaluating the measurement model (measurement) is fulfilled which is shown in the results of the evaluation of the outer model, then the next test is carried out on the structural model. Structural model testing includes goodness-of-fit tests, multicollinearity tests, and hypothesis testing (t-test).

a) R-Square value

The goodness of a research model can be shown from the magnitude of the coefficient of determination (R Square and Q Square), namely numbers that indicate the magnitude of the variation of the independent (exogenous) variable in influencing the dependent (endogenous) variable. The closer to number one, the better the model is considered. This study has one structural equation, namely 1) the influence of work discipline, motivation, and reward systems. on employee performance is shown in Table 5 below:

Table 5. R Square Test Results

	R Square
Customer Satisfaction (Z)	0.646
Minat Beli (Y)	0.626

The structural model indicates that the model for employee performance variables can be considered strong because it has a value above 0.50. The model of the influence of independent latent variables (viral marketing, e-trust, and social media marketing) on customer satisfaction and purchasing intention yields an R square value of 0.646 and 0.626, which can be interpreted as indicating that 64.6% and 62.6% of the variability in customer satisfaction and purchasing intention constructs can be explained by the variability viral marketing, e-trust, social media marketing constructs, while 35.4% and 37.4% is explained by other variables outside those studied.

b) Hypothesis Testing Results (Estimated Path Coefficient)

The estimated values for the path relationships in the structural model and the significance values can be obtained by the bootstrapping procedure. Looking at the significance of the hypothesis by looking at the parameter coefficient values and the significance value of the T-statistic in the algorithm bootstrapping report, the significance value of the T-statistic must be more than 1.96. Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-Statistics values and P-Values. The research hypothesis can be declared accepted if the P-Values

Table 6. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values

Viral Marketing (X1) -> Customer Satisfaction (Z)	-0.080	-0.077	0.063	1.263	0.207
E-Trust (X2) -> Customer Satisfaction	0.660	0.647	0.137	4.813	0.000
Social Media Marketing (X3) -> Customer Satisfaction (Z)	0.230	0.250	0.123	1.868	0.062
Customer Satisfaction (Z) -> Purchase Interest (Y)	0.791	0.800	0.035	22.346	0.000
Viral Marketing (X1) -> Customer Satisfaction (Z) -> Purchase Interest (Y)	-0.063	-0.062	0.050	1.255	0.210
E-Trust (X2) -> Customer Satisfaction (Z) -> Purchase Interest (Y)	0.522	0.517	0.114	4.574	0.000
Social Media Marketing (X3) -> Customer Satisfaction (Z) -> Purchase Interest (Y)	0.182	0.200	0.100	1.822	0.069

Source: Results of Data Processing with the SmartPLS Program

c) Discussion of Research Results

1. The Influence of Viral Marketing on Customer Satisfaction

Based on the hypothesis test in this study, the results obtained a T-statistic value of 1.263, the original sample value of -0.080, and a P-value of 0.207. The T-statistic value is lower than the T-table value of 1.96, the original sample value shows a negative value, and the P-value shows more than 0.05, the results indicate that this hypothesis is rejected. The results of this study does not support the research of Liow et al. (2023), which states that there is a insignificant negative relationship between viral marketing and customer satisfaction in a company.

2. The Influence of E-Trust on Customer Satisfaction

Based on the hypothesis test in this study, the results obtained a T-statistic value of 4.813, the original sample value of 0.660, and a P-value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows less than 0.05, the results indicate these results indicate that e-trust has a positive and significant effect on customer satisfaction. The results of this study support the research of Rahmawaty et al. (2022), which states that there is a significant positive relationship between e-trust and customer satisfaction in a company.

3. The Influence of Social Media Marketing on Customer Satisfaction

Based on the hypothesis test in this study, the results obtained a T-statistic value of 1.868, the original sample value of 0.230, and a P-value of 0.062. The T-statistic value

is lower than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows more than 0.05, the results indicate that this hypothesis is rejected. The results of this study does not support the research of Wahyudi et al. (2015), which states that there is a insignificant positive relationship between social media marketing and customer satisfaction in a company.

4. The Influence of Customer Satisfaction on Purchasing Intention

Based on the hypothesis test in this study, the results obtained a T-statistic value of 22.346, the original sample value of 0.791, and a P-value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows less than 0.05, the results indicate these results indicate that customer satisfaction has a positive and significant effect on purchasing intention. The results of this study support the research of Maharsi et al. (2021), which states that there is a significant positive relationship between customer satisfaction and purchasing intention in a company.

5. Mediation of Customer Satisfaction in the Relationship between Viral Marketing and Purchase Intention

Based on the hypothesis test in this study, the results obtained a T-statistic value of 1.255, the original sample value of -0.063, and a P-value of 0.210. The T-statistic value is lower than the T-table value of 1.96, the original sample value shows a negative value, and the P-value shows more than 0.05, the results indicate that this hypothesis is rejected. The results of this study does not support the research of Muhajira et al. (2023), which states that there is a insignificant negative relationship between customer satisfaction, viral marketing and purchasing intention in a company.

6. Mediation of Customer Satisfaction in the Relationship between E-Trust and Purchase Intention

Based on the hypothesis test in this study, the results obtained a T-statistic value of 4.574, the original sample value of 0.522, and a P-value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows less than 0.05, the results indicate these results indicate that customer satisfaction effects mediation between e-trust and purchase intention. The results of this study support the research of Rahmawaty et al. (2022), which states that there is a significant positive relationship between customer satisfaction, e-trust and purchasing intention in a company.

7. Mediation of Customer Satisfaction in the Relationship between Social Media Marketing and Purchase Intention

Based on the hypothesis test in this study, the results obtained a T-statistic value of 1.822, the original sample value of 0.182, and a P-value of 0.069. The T-statistic value is lower than the T-table value of 1.96, the original sample value shows a positive value, and the P-value shows more than 0.05, the results indicate that this hypothesis is rejected. The results of this study does not support the research of Wahyudi et al.

(2015), which states that there is a insignificant positive relationship between customer satisfaction, social media marketing and customer purchasing intention in a company.

CONCLUSION

Based on the results of data analysis and hypothesis testing using the Partial Least Square method several conclusions were obtained that answer the formulation of the research problem as follows: Viral marketing has a negative and insignificant influence on customer satisfaction. It can be concluded that viral marketing has not affected the purchasing interest in Skintific products among the people of West Jakarta. E-trust has a positive and significant effect on customer satisfaction. The conclusion from this is that e-trust affects customer satisfaction for Skintific products among consumers in West Jakarta. Social media marketing has a positive and not significant effect on customer satisfaction. This is evidenced by the fact that social media marketing does not have a maximum effect on customer satisfaction regarding Skintific products among consumers in West Jakarta. Customer satisfaction has a positive and significant impact on purchase intention. This can be proven that customer satisfaction affects the purchase intention of consumers in the West Jakarta area. Customer satisfaction does not mediate the relationship between viral marketing and purchase intention. This can be proven that customer satisfaction does not mediate viral marketing on purchasing intention in the West Jakarta area. Customer satisfaction mediates the relationship between e-trust and purchase intention. This can be proven that customer satisfaction does mediate e-trust on purchasing intention in the West Jakarta area. Customer satisfaction does not mediate the relationship between social media marketing and purchase intention. This can be proven that customer satisfaction does not mediate social media marketing on purchasing intention in the West Jakarta area.

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