



The Influence of TikTok Influencers on Purchasing Decisions through Viral Marketing as an Intervening Variable in The Ruang Keramik Studio

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Abstract: The purpose of this study is to analyze the influencer of influencers on purchasing decisions through viral marketing as an intervening variabel in the Ruang Keramik Studio. This study uses quantitative method. The sampling technique used was non-probability sampling with a purposive sampling method. The sample size for this study was 100 respondents, calculated using the Lemeshow formula since the population size was unknown. Data analysis in this study utilized the SmartPLS 4.0 software with a Structural Equation Modeling – Partial Least Squares (SEM-PLS) approach. The Test results showed that TikTok influencer have a direct effect on purchasing decisions in the Ruang Keramik Studio. TikTok influencers have a direct effect on viral marketing in the Ruang Keramik Studio. Viral marketing have a direct effect on Purchase Decision in the Ruang Keramik Studio. TikTok influencer have an indirect effect on Purchase Decision, through the Viral Marketing variable as an intervening variable in the Ruang Keramik Studio (can mediate).

Keywords: Influencer; TikTok; Purchase Decisions; Viral Marketing

1. Introduction

The adaptation of technology in the industrial world has created new efficiencies and innovations that emphasize collaboration between humans and machines to increase economic productivity. The driving factors behind rapid economic growth are not only the increasing number of ideas that emerge, but also the rapid exchange of information through search engines. Social media, which spreads information around the world very quickly, has become a means of communicating the existence of products to consumers. Therefore, the use of social media as a tool to support digital marketing strategies and product development holds significant potential. Relevant digital marketing strategies to attract consumer interest include influencer marketing, viral marketing content, affiliate marketing, and others.

According to Liang & Lin in Amalia & Nurlinda (2022), influencer marketing refers to individuals with the ability to influence others' thoughts, thereby altering their perspectives. Since not all customers fully understand the conditions of a product, their opinions about the product do not always result in the same evaluation (Tilaar, 2019). It can be said that the influence of influencers is to provide new perceptions to the public to purchase goods, even when the product is first introduced. Through influencers, individuals can be influenced in

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decision-making by leveraging fame and trust to promote products or services. Influencers attract consumers' interest by presenting aesthetic and unique content, creating an enjoyable experience for their followers. Through the engaging content presented by influencers, people are encouraged to share it, thereby driving the algorithm to recommend similar content to users. The method of viral marketing to promote a product is by making it accessible and known to the public, specifically through the use of the internet.

The use of influencers and viral marketing is increasingly being used by companies to trigger consumer awareness of products and increase sales. This is also done by one of the ceramic businesses in Indonesia, namely Ruang Keramik Studio. The development of the ceramic industry in Indonesia in recent years has shown remarkable progress (Dee, 2024). With its significant contribution to Indonesia's economy, this sector continues to grow and innovate. The ceramic industry's involvement in Indonesia's economic growth has made a significant contribution, particularly through the production of tiles, sanitaryware, tableware, glass, refractory materials, and other non-metallic mineral products (Dwitri, 2023). Therefore, the founder of Ruang Keramik Studio developed their business by collaborating with influencers to increase brand awareness among the general public, and by branding contemporary ceramic art with imperfect and rough forms, unlike traditional pottery ceramics. However, the manager of Ruang Keramik Studio stated that the increase in sales was not due to influencers or viral marketing but rather from social media posts such as photos, reels, or social media stories.

In line with previous research by Khoiro et al., (2019), which stated that viral marketing cannot communicate the relationship between social advertising and purchasing decisions. Conversely, research conducted by Farih et al., (2019) stated that the influence of promotion through social media on purchasing decisions, with viral marketing as an intervening variable, affects purchasing decisions. This creates a gap between the two studies mentioned above. This gap can be utilized by researchers to prove whether viral marketing can connect the dependent variable with the independent variable or if there are other factors that need to be studied. Based on the background above, this study aims to determine whether influencers have an influence on purchasing decisions through viral marketing as a connecting variable.

2. Literature Review

2.1. Influencer

According to Carter 2016 (in Keiser & Tortora, 2022), influencer marketing is a rapidly growing industry that aims to promote products or increase brand awareness through content disseminated by social media users who are considered to be able to influence others. Influencers can be operationally defined as individuals who use technology such as videos, blogs, and social networking sites to enhance their image on the internet (Purwanto et al., 2023).

Based on this definition, it can be concluded that influencers are individuals who can influence others to make purchasing decisions through social media as a platform for disseminating product information, recommendations, product reviews, and building brand image.

2.2 Purchase Decisions

According to Tjiptono (in Nabila & Azijah, 2024), purchasing decisions are a series of processes that begin with consumers recognizing their problems, searching for information about specific products or brands, and evaluating those products or brands to determine how well each alternative can solve their problems, which then leads to a series of problems that result in a purchasing decision. Decision-making is a form of psychological construction, meaning that although decisions cannot be seen, they can be inferred from observable behavior, indicating that a decision has been made. Thus, it can be concluded that a psychological decision-making event has occurred (Sandria et al., 2022).

2.3 Viral Marketing

The word “viral” describes an event that is posted on social media and has a certain appeal, prompting social media users to repost it to a wider audience (Jihan, 2022). Viral marketing is something created by the company itself to promote their products, with the hope that people who see the campaign will be impressed and will pass on the message to their friends and family. Viral marketing (spreading like a virus) is another form of word-of-mouth marketing, or “word of mouse,” which encourages consumers to share information about a company's products or services, as well as audio, video, and written content, with others online (Kotler & Keller, 2013).

2.4 Previous Research

Several previous studies have shown that product innovation and product quality have a significant influence on purchasing decisions.

- a. In the journal (Wiliana et al., 2020) entitled The Influence of Influencers and Instagram Social Media on Purchasing Decisions for Taican Fried Satay in Serpong
- b. In the journal (Farih et al., 2019) entitled The Effect of Promotion Through Social Media on Decision Making for English Courses in Pare Using Viral Marketing as an Intervening Variable
- c. In the journal (Khoiro et al., 2019) entitled The Effect of Social Media Promotion on Purchasing Decisions with Viral Marketing as an Intervening Variable (A Study of Consumers at Warung Siji House and Resto Malang)

2.5 Theoretical Framework

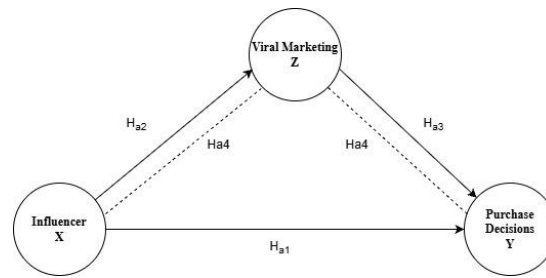


Figure 1 Theoretical Framework

3. Proposed Method

Research using a quantitative approach focuses more on certain characteristics in human life, namely variables (Laut Mertha Jaya, 2020). This study uses quantitative research to discuss the variable of influencers (X) on purchasing decisions (Y) with viral marketing (Z) as the intervening variable. In this study, the population consists of Ruang Keramik Studio consumers, whose exact number is unknown, who have viewed influencer marketing content on the Ruang Keramik Studio TikTok account.

In this study, the sampling technique used was nonprobability sampling, specifically purposive sampling, which is a technique for determining samples based on specific considerations. These considerations are based on characteristics, knowledge, experience, and specific criteria. The criteria set for sampling in this study were consumers of Ruang Keramik Studio who viewed influencer videos on the Ruang Keramik Studio TikTok account.

The researcher used Lemeshow's formula in sampling because the population size (consumers) visiting the Ceramic Studio Room was not known precisely due to the daily increase or decrease in consumers at the Ceramic Studio Room, with 100 respondents. Data analysis was carried out using Structural Equation Modelling-Partial Least Square (SEM-PLS) with the SmartPLS 4.0 Program

4. Results

4.1. Test Coefficient of Determination (R²)

Table 1. R-Square (R²)

	R-Square
Purchase Decisions	0,771
Viral Marketing	0,549

Source : Processed Using SmartPLS 4 (2025)

The R² value is used to measure the degree of variation in the independent variable relative to the dependent variable. In addition, the R² value is also used to measure the degree of variation in the independent variable relative to the intervening variable. Based on the R-Square value listed in Table 4.17, the purchase decision variable shows a value of 0.771 or 77.1%, which can be categorized as a strong relationship. This finding indicates that 77.1%

of the purchase decision variable is influenced by influencer factors, while 22.9% is influenced by other variables not analyzed in this study.

For the viral marketing variable, an R-Square value of 0.549 or 54.9% was obtained, which can be categorized as a moderate relationship. This result shows that 54.9% of the viral marketing variable is influenced by the influencer variable, while 45.1% is influenced by other variables not studied in this research. The R-Square value reflects the percentage contribution of the independent variables combined to the dependent variable.

Table 2. Direct Effect Testing

Title 1	Original Sample	Sample mean	Standard Deviation	T-Statistik	P - Values
X → Y	0.591	0.594	0.105	5.655	0.000
X → Z	0.741	0.744	0.047	15.610	0.000
Z → Y	0.345	0.344	0.112	3.091	0.002

Source : Processed Using SmartPLS 4 (2025)

Based on the results of data analysis, it can be concluded that :

- From the analysis results, it can be concluded that X, namely influencers, has a direct effect on variable Z, namely viral marketing. This can be seen from the T statistic value, which shows a figure of 15.610, which is > 1.96 , and can also be proven by the p-value, which is 0.000 or < 0.05 .
- From the analysis results, it was concluded that X, the influencer, had a direct effect on variable Z, viral marketing. This can be seen from the T statistic value, which shows a figure of 15.610, which is > 1.96 , and can also be proven by the p-value, which is 0.000 or < 0.05 .
- From the analysis results, Z, namely viral marketing, is concluded to have a direct effect on variable Y, namely purchase decision. This can be seen from the T statistic value, which shows a figure of 3.091, which is > 1.96 , and can also be proven by the p-value, which is 0.002 or < 0.05 .

Table 3. Indirect Effect Testing

Title 1	Original Sample	Sample mean	Standard Deviation	T-Statistik	P - Values
X → Y → Z	0.256	0.256	0.084	3.039	0.002

Source : Processed Using SmartPLS 4 (2025)

In the analysis in Table 4.19, X, namely influencers, is concluded to have an indirect effect on variable Y, namely purchasing decisions, through viral marketing as an intervening variable. This can be seen from the T statistic value, which shows a figure of 3.039, which is > 1.96 , and can also be proven by the p-value, which is 0.002 or < 0.05 .

5. Discussion

5.1 Influencers have a direct impact on purchasing decisions at Ruang Keramik Studio.

The relationship between influencers and purchasing decisions is significant or directly influential. This is evidenced by the T-statistic result, which shows a value of 5.655 or greater than the T-table value (1.96). Therefore, it can be concluded that H_0 is rejected and H_{a1} is accepted, meaning that influencers have a direct impact on purchasing decisions at Ruang Keramik Studio. The findings of this study are consistent with the results obtained from the previous study by Eneng et al. (2020), which found that the influencer variable has a positive and significant impact on purchasing decisions for Sate Taican “Goreng” in Serpong.

5.2 Influencers have a direct impact on viral marketing at Ruang Keramik Studio.

Based on the data obtained, it is known that the influencer variable has a direct effect on variable Z, namely viral marketing. This is indicated by a t-statistic value greater than the t-table value, specifically $15.610 > 1.96$. This study aligns with the findings of Steffiani (2024), who reported a t-statistic value of 0.576 with a significance level of 0.032, which is smaller than $\alpha = 0.05$. This indicates that influencer marketing has a significant influence on viral marketing.

5.3 Viral marketing has a direct impact on purchasing decisions at Ruang Keramik Studio.

The relationship between viral marketing and purchasing decisions is significant or has a direct influence. This is proven by looking at the t-statistic results, which show a figure of 3.091 or greater than the t-table (1.96). The results of this study are consistent with the research conducted by Khoiro et al (2019), who found that the significance value of the t-test for the viral marketing variable (Z) was 0.000, which is less than 0.05. This indicates a direct influence of viral marketing (Z) on purchasing decisions (Y).

5.4 Influencers indirectly influence purchasing decisions through viral marketing as an intervening variable at Ruang Keramik Studio.

Viral marketing can act as a mediator between influencers and consumers to influence their purchasing decisions. This can be seen from the t-statistic value of 3.039, which is > 1.96 . This finding indicates that influencers can influence purchasing decisions both directly and indirectly, where influencers play a crucial role in creating content that can go viral, which in turn influences consumers' perceptions and interest in the product. As Carter states in Keiser & Tortora (2022), influencers are a rapidly growing industry aimed at promoting products and increasing brand awareness through content shared on social media, and are considered to have the potential to influence others' behavior.

6. Conclusions

Based on the result of data analysis conducted using SmartPLS 4, It can be concluded that :

- a. Influencers have a direct impact on purchasing decisions at Ruang Keramik Studio. This is evidenced by a t-statistic value of 5.655, which is greater than the t-table value of 1.96.
- b. Influencers have a direct effect on viral marketing at Ruang Keramik Studio. This is evidenced by the t-statistic value of 15.610, which is greater than the t-table value of 1.96.
- c. Viral marketing has a direct effect on purchasing decisions at Ruang Keramik Studio. This is evidenced by the t-statistic value of 3.091, which is greater than the t-table value of 1.96.
- d. Influencers have an indirect effect on purchasing decisions through viral marketing as an intervening variable at Ruang Keramik Studio. Viral marketing can mediate influencers to influence purchasing decisions. This is evidenced by the t-statistic value of 3.039, which is greater than the t-table value of 1.96. Influencers have a greater direct influence than using viral marketing as an intervening variable on purchasing decisions. This is evidenced by the R-square value calculation for direct and indirect influences, namely, $0.25 > 0.08$.

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