



THE INFLUENCE OF VIRAL MARKETING THROUGH TIKTOK ON CONSUMERS' ATTITUDE AT SHOPEE

Indrawati^{1*}, M Rasyad Rizqullah²

^{1,2}Faculty of Economic and Business, Telkom University, Indonesia

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CORRESPONDENCE*:

191200rasyad@gmail.com

AUTHOR'S ADDRESS:

Jalan Karya No. 06 RT 03 / RW 03 Kelurahan Tirta Siak, Kecamatan Payung Sekaki, Kota Pekanbaru, Riau, 28292.

ABSTRACT

This study was conducted to determine the influence of Shopee's Viral Marketing in TikTok on consumers' attitude at Shopee. The purpose of this study is to explain how informativeness, entertainment, irritation, credibility of Shopee's viral marketing video on TikTok and their influence consumers' attitudes in the video. This study uses quantitative methods with descriptive - causal purposes. Non-probability sampling has been used in this study with the type of purposive sampling. The number of respondents were 275 people. The data analysis technique used is descriptive analysis and SEM-PLS analysis using the SmartPLS 3.0. Based on the results of the descriptive analysis Informativeness, Entertainment, and Credibility, they are in the good category, while Irritation is in the not good category. The consumers' attitude variable is in the good category. The results of the SEM-PLS analysis show that informativeness, entertainment, and credibility have a positive significant influence on consumer attitudes, while irritation has no significant influence on consumers' attitude.

Keywords: Viral Marketing, Informativeness, Entertainment, Irritation, Credibility, and Consumers' Attitude.

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh Viral Marketing Shopee dalam video TikTok terhadap sikap konsumen di Shopee. Tujuan dari penelitian ini adalah untuk menjelaskan bagaimana *Informativeness, Entertainment, Irritation, Credibility* video viral marketing Shopee di TikTok dan pengaruhnya terhadap sikap konsumen dalam video tersebut. Penelitian ini menggunakan metode kuantitatif dengan tujuan deskriptif - kausal. Non-probability sampling digunakan dalam penelitian ini dengan jenis purposive sampling. Jumlah responden sebanyak 275 orang. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis SEM-PLS menggunakan SmartPLS 3.0. Berdasarkan hasil analisis deskriptif *Informativeness, Entertainment, dan Credibility* berada pada kategori baik, sedangkan *Irritation* berada pada kategori kurang baik. Sedangkan variabel sikap konsumen berada pada kategori baik. Hasil analisis SEM-PLS menunjukkan bahwa *Informativeness, Entertainment, dan Credibility* berpengaruh positif signifikan terhadap sikap konsumen, sedangkan *Irritation* tidak berpengaruh signifikan terhadap sikap konsumen.

Kata Kunci: Viral Marketing, Informativeness, Entertainment, Irritation, Credibility, dan Sikap Konsumen.

INTRODUCTION

Along with the times, in this modern era, many have changed. Information Technology is one of them that is undergoing changes (IT). Technology has been widely known among the public, from the younger generation to the older generation. The Internet is one example of information technology development and advancement. In early 2021, the number of internet users in Indonesia reached 202.6 million people, up 15.5 percent or 27 million individuals from January 2020 (Kompas, 2021). The large number of internet users around the world has an effect on the number of people who use social media. The internet activity most favored by Indonesian internet users is social media, until now there are 170 million Indonesians who are active users of social media with an average usage of 3 hours 14 minutes on social networking platforms (Kompas, 2021).

From the social media data most used by internet users in the world, TikTok is in the 7th place with 689 million active users after WeChat. According to Tagar (2020), TikTok is a Chinese and American pioneering short video sharing social network that allows users to create videos of singing, as well as dancing. Currently, TikTok is used by 154 countries around the world with 800 million daily active users and makes TikTok's income increase proportionally with its increasing popularity.

Since its launch TikTok app's popularity has grown rapidly (Geysler, 2021). According to Selular (2020), TikTok was the most downloaded app worldwide as of July 2020, TikTok bagged more than 65.2 million downloads, which is a 21.4 percent increase from the same period a year earlier. The countries with the most TikTok app installations during this period were the United States with 9.7 percent (6,324,000) and Indonesia with

8.5 percent (5,542,000) (Selular, 2020). Indonesia is consolidating its position as the world's fourth largest TikTok user country, with 8.5 percent total downloads in July 2020, currently there are over 30.7 million TikTok users (Selular, 2020). In Indonesia, 76 percent of Indonesians aged 18-34 use TikTok (Ginee, 2021).

On TikTok, users frequently search for what is called the For You Page. For You Page or can be abbreviated as FYP are videos that appear on the first page of the application or TikTok recommendation page, entering FYP is an opportunity for users because it can make videos more trending and viral (Media, 2021). With such interesting content, TikTok can increase its popularity both globally and in Indonesia (Detik, 2021). When compared to the Twitter and Instagram applications, TikTok is superior in terms of engagement rates. Engagement rate is a formula used to measure and calculate the number of interactions social content gets relative to reach or other audience numbers (Hootsuite, 2021). With a high level of engagement between users and audiences, TikTok can be used as the right digital social media platform for marketing activities.

One of the brands or e-commerce that uses TikTok as a promotional media is Shopee Indonesia. Shopee Indonesia's TikTok account upload their video contents everyday with average 3 videos per day. Knowing the engagement rate of TikTok is very high rather than other social media, Shopee seek the opportunities to upload their video contents in hopes it will get viral and attract consumer. Shopee usually makes videos about recommendation of product or service, online campaign, and reviews. On every video uploaded on TikTok, there is a comment field feature. Comment is a review or response to news, speech, or an object (Lektur.ID, 2020).

The comments show that Shopee's video on TikTok makes users or viewers on

TikTok have positive and negative attitudes. A lot of research has been done in the field of marketing management to see how attitudes are developed and how they evolve over time (Sandhe & Joshi, 2017). Consumer attitude is a trained inclination to behave consistently favorably or unfavorably toward a specific object (Schiffman & Wisenblit, 2015, p. 172). Consumers are motivated to buy or not buy specific products or brands based on their attitudes toward the attitude object, which can be positive or negative (Schiffman & Wisenblit, 2015, p. 172). The object in this research is the Shopee's TikTok video that went viral. In short, viewers are showing their consumers' attitude in the comment section as they react to Shopee's Viral Marketing TikTok video.

The more often Shopee and TikTok users follow trends, challenges, and hashtags, the greater the possibility that TikTok videos will go viral (Detik, 2021). Therefore, Shopee is also taking advantage of TikTok in new ways, by creating video that has the potential to go viral by implementing a viral marketing strategy (Redcomm, 2021).

Consumers' attitudes toward viral marketing are usually gauged by how they react to marketing messages, which are evaluated for their informativeness, entertainment, irritation, and credibility (Zernigah & Sohail, 2012). Consumers can have both a positive and negative attitude toward viral marketing message, according to research (Zernigah & Sohail, 2012).

LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESIS

Viral Marketing

Viral marketing is one of the most current strategies for promoting products and services via the use of interactive technology (Zernigah & Sohail, 2012). According to Palka, et al. in Zernigah &

Sohail (2012), viral marketing is a sort of marketing that infects customers with an advertising message that spreads like a flu virus from one customer to the next. According to Krishnamurthy in Tandijaya & Semuel (2021), the goal of viral marketing is to speed up the communication process by using consumer-to-consumer (or peer-to-peer) communication to broadcast information about a product or service. People are typically willing to share viral marketing messages with their social networks, potentially increasing message trustworthiness in the eyes of message recipients (Zernigah & Sohail, 2012). The dimension of Viral Marketing strategies are Informativeness, Entertainment, Irritation, and Credibility (Zernigah & Sohail, 2012).

Dimensions of Viral Marketing

The first dimension is Informativeness. According to Wang & Lan (2018), informativeness can change the recognition, attitudes, satisfaction, and influence of the resources provided, the public's sense of informativeness is viewed as an assessment of whether all of the information they receive is valuable or useless. Followed by Entertainment. According to Rukuni, et al. (2017), entertainment is intended at the level of enjoyment that can be provided by stimuli, such as advertising through humor (comedy) and pleasure. Followed by Irritation. The level of annoyance or discomfort induced by the stimuli in the marketing message is referred to as irritation (Rukuni et al., 2017). Last, followed by Credibility. According to Ohanian in Wang & Lan (2018), credibility relates to the recipient's trust in the source of information.

Consumers' Attitude

Consumer attitude is a trained inclination to behave consistently favorably or unfavorably toward a specific object

(Schiffman & Wisenblit, 2015, p. 172). Consumers are motivated to buy or not buy specific products or brands based on their attitudes toward the attitude object, which can be positive or negative (Schiffman & Wisenblit, 2015, p. 172). There are three component of attitude according to Schiffman & Wisenblit (2015:175) which are cognitive, affective, and conative.

The Relationship between Viral Marketing and Consumers' Attitude

Consumers can have both a positive and negative attitude toward viral marketing message, according to research (Zernigah & Sohail, 2012).

According to Tsang, et al. in Trivedi (2017), consumer attitudes are influenced by the amount of information provided. According to Schlosser, et al. in Arora & Agarwal (2019), they found a positive relationship between consumers' attitudes about internet advertising and informational qualities.

H1: Informativeness has a positive significant influence on consumers' attitude.

Customers' sentiments of pleasure or entertainment associated with advertisements have a positive significant part in the formation of attitudes toward advertisements (Zernigah & Sohail, 2012). Customers cherish entertainment offerings, which increases customer loyalty and leads to a positive consumer attitude (Saadeghvaziri & Hosseini, 2011).

H2: Entertainment has a positive significant influence on consumers' attitude.

Customers develop a negative attitude toward irritating messages, while non-irritating messages enjoy a good amount of circulation (Trivedi, 2017). According to Palka et al. and Haghirian et al. in Zernigah & Sohail (2012), if the

information gets overly manipulative, it will irritate customers and cause them to have a bad attitude.

H3: Irritation has a negative significant influence on consumers' attitude.

According to Jin & Villegas in Arora & Agarwal (2019), consumer attitudes can be positively influenced by advertising credibility. According to Brackett & Carr in Wang & Lan (2018), there was a positive correlation between customer perceptions of credibility and their attitudes toward all types of marketing.

H4: Credibility has a positive significant influence on consumers' attitude.

Research Framework

Based on the description that has been described above, the schema of the framework of thought in this study can be described as follows in Figure 1:

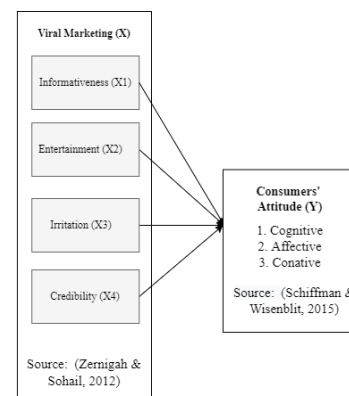


Figure 1. Research Framework

Source: Zernigah & Sohail, 2012

RESEARCH METHODS

Research Characteristics and Measurement

This study uses quantitative methods, with descriptive and causal purpose. In this study, the Likert scale was decided to be used. The Likert scale is a five-point scale with the following anchors that is used to determine how strongly responders agree with a statement. 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, while

5 = Strongly Agree (Sekaran & Bougie, 2016, p. 207). The numerical scores would have to be reversed if a statement was phrased negatively (Zikmund et al., 2013, p. 316).

Population, Sample, and Sampling Method

The population in this study are all Indonesian citizens who are users or have used TikTok and have seen Viral Marketing content from Shopee. Because the precise number of people in the population is unknown, the Cochran formula is used to calculate the fraction of the total number of samples. This study will use 95% confidence level, significant level of 0.05, and the z value is 1.65 because this study uses a one-tailed hypothesis. In this study, p is 0.5, and the formula for calculating q is q = (1-p). As a result, q has a value of 0.5 with error rate 0.05. The following is the Cochran formula used in this study (Cochran, 1963:75):

$$n = \frac{z^2 pq}{e^2}$$

The following results are obtained:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.65)^2(0,5) \cdot (0,5)}{(0,05)^2}$$

$$n = 272,25$$

Therefore, the sample of respondents that authored need is 275 samples. The author has established various particular sample requirements, including the following sample criteria: respondents are an Indonesian citizen age between 18-34 years old, use or have used the TikTok social media app, and have seen Shopee's Viral Marketing on TikTok.

Data Collection Method

This study is carried out using questionnaires. The researcher used Google Forms to collect data for this study. The writers used and changed questionnaire items from earlier studies that had been published in respectable and certified international or national publications. The previous studies are (Trivedi, 2017), (Zernigah & Sohail, 2012), (Kim & Han, 2014), (Yunita et al., 2019), (Sari et al., 2020), (Logan et al., 2012), (Salem, 2016), (Gao & Zang, 2016), (Sandhe & Joshi, 2017), (Cao et al., 2020), (Huang et al., 2019), and (Rukuni et al., 2017). Therefore, here are the operational variables that researcher uses in this study:

Table 1. Operational Variable

Dimensions	Items on this Research	Item Code
Viral Marketing (Independent Variable)		
Informativeness (IF)	I think viral marketing messages from Shopee's TikTok videos are a good source of up-to-date product information.	IF1
	I think Shopee's TikTok video marketing messages are informative.	IF2
	I think Shopee's TikTok video provides useful information about products.	IF3
	I think Shopee's TikTok video provides useful information about services.	IF4
	I think Shopee's TikTok video is an important source of information.	IF5
Entertainment (EN)	I think consuming viral marketing messages from Shopee's TikTok video is exciting.	EN1
	I think the element of humor and fun makes Shopee's TikTok video entertaining.	EN2
	I think that Shopee's TikTok video is interesting.	EN3
	I think Shopee's TikTok video is cool.	EN4
	I think Shopee's TikTok video is more enjoyable than other media content.	EN5
Irritation (IR)	I think marketing messages on Shopee's TikTok video are irritating.	IR1
	I think that Shopee's TikTok video is intrusive.	IR2
	I think Shopee's TikTok video is irritating as the information provided is misleading.	IR3
	I think Shopee's TikTok video is irritating as the information provided is unreliable.	IR4
	I think Shopee's TikTok video can insult people's intelligence.	IR5
Credibility (CR)	I think that I trust the information provided by Shopee's TikTok video.	CR1
	I think I am impressed by the Shopee's TikTok video.	CR2
	I think Shopee's TikTok video provides appropriate evidence to believe.	CR3
	I think receiving Shopee's TikTok video has no risk.	CR4
	I think Shopee's video on TikTok are a good reference source when buying a product.	CR5
Consumers' Attitude (Dependent Variable)		
Cognitive (CG)	I think Shopee's TikTok video has a good quality.	CG1
	I think Shopee's TikTok video is safe to consume.	CG2
	I think Shopee's TikTok video helps me to get information more conveniently.	CG3
Affective (AF)	I think Shopee's TikTok video is generally good.	AF1
	I think Shopee's TikTok video is appealing.	AF2
	I think that watching Shopee's TikTok video is fun.	AF3
Conative (CN)	I think that I will definitely buy the product in Shopee's TikTok video.	CN1
	I think that I will recommend the product in Shopee's TikTok video.	CN2
	I think that viral marketing of Shopee's TikTok video convinces me to buy more of its products.	CN3

Data Analysis Techniques

1. Structural Equation Modeling

The Structural Equation Modeling (SEM) approach is used in this study. In this study, partial least square (PLS) was calculated using SmartPLS 3 software and various stages detailed in Indrawati (2017:68). According to Henseler, et al., Ringle, et al., and Urbach & Ahlemann in Indrawati (2017:69), convergent validity, discriminant validity, and internal consistency reliability are indicators that can be employed in the assessment of measurement models, also known as outer models. The assessment of the structural model, often known as the inner model, is the second test (Indrawati, 2017, p. 70). The goal of this structural model's measurement is to see how one latent variable interacts with other latent variables (Indrawati, 2017, p. 70)

2. Descriptive Analysis

The frequency distribution in this study is represented by a five-interval Likert scale: strongly disagree, disagree, neutral, agree, and highly agree. The questionnaire that is provided provides five options for the responder to pick from, and then an assessment criterion is created for each question item based on a percentage using the methods below according to (Riduwan, 2012): (a) The entire value of each statement, which is the answer of all respondents, is the cumulative value, (b) percentage is an item cumulative score is divided by frequency score, then multiplied by 100%, (c) the number of respondents is 275 people with the largest measurement scale value is 5 and the smallest measurement scale is 1.

So, that:

a. The largest cumulative number = $275 \times 5 = 1375$

b. The smallest cumulative number = $275 \times 1 = 275$

c. Largest percentage value = 100%

d. The smallest percentage value = $(275 : 1375) \times 100\% = 20\%$

e. Value range = $100\% - 20\% = 80\%$. If the range value is divided by five measurement scales, the percentage interval value is 16% in order to meet the following scoring requirements.

Table 2. Percentage Of Questionnaire Assessment

No.	Percentage of Research	Category
1	20% - 36%	Very Not Good
2	36% - 52%	Not Good
3	52% - 68%	Good Enough
4	68% - 84%	Good
5	84% - 100%	Very Good

RESULTS AND DISCUSSION

Respondents Characteristics

A total of 283 responses were collected during the data collection process, which began and was completed in January 2022. After distributing the questionnaires, the researchers managed to get 275 valid respondents. Table 3 will explain the characteristics of respondents based on their gender and age.

Table 3. Respondents Characteristics

Gender	Respondents	Percentage
Male	84	30.55%
Female	191	69.45%
Total	275	100.00%
Age	Respondents	Percentage
18 – 22 years old	203	73.82%
22 – 26 years old	49	17.82%
26 – 30 years old	19	6.91%
30 – 34 years old	4	1.45%
Total	275	100.00%

Based on Table 3, it can be concluded that female respondents contributed more to this study's participation and the majority of TikTok users in Indonesia who have

seen Shopee viral marketing video content are aged 18-22 years.

Descriptive Analysis Result

Descriptive analysis provides to explain the independent variables in this research which is Viral Marketing (Informativeness, Entertainment, Irritation and Credibility) and the dependent variable in this research which is Consumers' Attitude. Below is the descriptive analysis:

Table 4. Informativeness

Item		SD		D		N		A		SA		Total	Total Score	Ideal Score	Category
		1	2	3	4	5	1	2	3	4	5				
IF1	P	1	8	41	115	110	275	1150				275	1150	1375	Good
	%	0.36%	2.91%	14.91%	41.82%	40.00%	100.00%	83.64%							
IF2	P	0	9	52	127	87	275	1117				275	1117	1375	Good
	%	0.00%	3.27%	18.91%	46.18%	31.64%	100.00%	81.24%							
IF3	P	1	12	58	105	99	275	1114				275	1114	1375	Good
	%	0.36%	4.36%	21.09%	38.18%	36.00%	100.00%	81.02%							
IF4	P	1	11	58	126	79	275	1096				275	1096	1375	Good
	%	0.36%	4.00%	21.09%	45.82%	28.73%	100.00%	79.71%							
IF5	P	9	30	62	99	75	275	1026				275	1026	1375	Good
	%	3.27%	10.91%	22.55%	36.00%	27.27%	100.00%	74.62%							
Total Average Score												1100.6			
Total Average Percentage												80.04%		Good	
Overall Total Score												5503			

The amount of information conveyed in a message is referred to as informativeness (Rukuni et al., 2017). The informativeness dimension is categorized as "Good" in the assessment summary. Based on Table 4, all the five items are categorized as "Good". Item IF1 is the item that got the highest percentage with a score of 83.64%, which means respondents agree that viral marketing messages from Shopee's Viral Marketing TikTok videos are a good source of current product information. Meanwhile, the IF5 item shows the lowest value, which is 74.62% (although it is still classified as "Good"). Item IF5 explains respondents are agree that the information in Shopee's Viral Marketing TikTok video is an important source of information. IF5 has the greatest number of respondents who answered strongly disagree as many as 9 respondents, disagree as many as 30 people, and neutral as many as 62 people.

In conclusion, according to respondents Shopee's Viral Marketing TikTok video delivered good informativeness to its viewers.

Table 5. Entertainment

Item		SD		D		N		A		SA		Total	Total Score	Ideal Score	Category
		1	2	3	4	5	1	2	3	4	5				
EN1	P	5	28	55	86	101	275	1075				275	1075	1375	Good
	%	1.82%	10.18%	20.00%	31.27%	36.73%	100.00%	78.18%							
EN2	P	6	12	47	98	112	275	1123				275	1123	1375	Good
	%	2.18%	4.36%	17.09%	35.64%	40.73%	100.00%	81.67%							
EN3	P	3	13	67	99	93	275	1091				275	1091	1375	Good
	%	1.09%	4.73%	24.36%	36.00%	33.82%	100.00%	79.35%							
EN4	P	6	15	71	103	80	275	1061				275	1061	1375	Good
	%	2.18%	5.45%	25.82%	37.45%	29.09%	100.00%	77.16%							
EN5	P	19	44	77	74	61	275	939				275	939	1375	Good
	%	6.91%	16.00%	28.00%	26.91%	22.18%	100.00%	68.29%							
Total Average Score												1057.8			
Total Average Percentage												76.93%		Good	
Overall Total Score												5289			

According to Rukuni, et al. (2017), entertainment is intended at the level of enjoyment that can be provided by stimuli, such as advertising through humor (comedy) and pleasure. The entertainment dimension is categorized as "Good" in the assessment summary. Based on Table 5, all the five items are categorized as "Good". Item EN2 is the item that got the highest percentage with a score of 81.67%, which means respondents are agree that elements of humor and fun make TikTok Shopee videos entertaining. Meanwhile, the EN5 item shows the lowest value, which is 68.29% (although it is still classified as "Good"). Item EN5 explains respondents are agree that Shopee TikTok videos are more fun than any other media content. EN5 has the greatest number of respondents who answered strongly disagree as many as 19 respondents, disagree as many as 44 people, and neutral as many as 77 people.

In conclusion, according to respondents Shopee's Viral Marketing TikTok video delivered good entertainment to its viewers.

Table 6. Irritation

Item	SA					Total	Total Score	Ideal Score	Category	
	1	2	3	4	5					
IR1	P	17	45	79	67	67	275	947	1375	Not Good
	%	6.18%	16.36%	28.73%	24.36%	24.36%	100.00%	68.87%		
IR2	P	16	46	72	74	67	275	955	1375	Not Good
	%	5.82%	16.73%	26.18%	26.91%	24.36%	100.00%	69.45%		
IR3	P	15	39	59	61	101	275	1019	1375	Not Good
	%	5.45%	14.18%	21.45%	22.18%	36.73%	100.00%	74.11%		
IR4	P	14	42	60	70	89	275	1003	1375	Not Good
	%	5.09%	15.27%	21.82%	25.45%	32.36%	100.00%	72.95%		
IR5	P	20	38	48	65	104	275	1020	1375	Not Good
	%	7.27%	13.82%	17.45%	23.64%	37.82%	100.00%	74.18%		
Total Average Score							988.8			
Total Average Percentage							71.91%			Not Good
Overall Total Score							4944			

The items in irritation are mentioned negatively. The numerical scores would have to be reversed if a statement was phrased negatively (Zikmund et al., 2013, p. 316). This is accomplished by reversing the negative item's coding, such that a high level of agreement really reflects an unfavorable answer rather than a positive attitude, and vice versa (Zikmund et al., 2013, p. 316). So it will be, 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, while 5 = Strongly Disagree.

Irritation is a negative emotion that includes discontent, discomfort, and rage (Wang & Lan, 2018). The irritation dimension is categorized as "Not Good" in the assessment summary. Based on Table 6, all the five items are categorized as "Not Good". Item IR5 is the item that got the highest percentage with a score of 74.18%, which means respondents disagreed that TikTok videos from Shopee can worsen people's intelligence. Meanwhile, the IR1 item shows the lowest value, which is 68.87% (although it is still classified as "Not Good"). Item IR1 explains that respondents disagreed that marketing messages on TikTok Shopee videos are annoying. IR5 has the greatest number of respondents who answered strongly disagree as many as 104 respondents, disagree as many as 65 people, and neutral as many as 48 people.

In conclusion, according to respondents Shopee's Viral Marketing TikTok video delivered not good irritation to its viewers.

Table 7. Credibility

Item	SD					Total	Total Score	Ideal Score	Category	
	1	2	3	4	5					
CR1	P	7	23	104	88	53	275	982	1375	Good
	%	2.55%	8.36%	37.82%	32.00%	19.27%	100.00%	71.42%		
CR2	P	6	25	79	111	54	275	1007	1375	Good
	%	2.18%	9.09%	28.73%	40.36%	19.64%	100.00%	73.24%		
CR3	P	3	31	93	92	56	275	992	1375	Good
	%	1.09%	11.27%	33.82%	33.45%	20.36%	100.00%	72.15%		
CR4	P	4	32	68	98	73	275	1029	1375	Good
	%	1.45%	11.64%	24.73%	35.64%	26.55%	100.00%	74.84%		
CR5	P	4	26	65	89	91	275	1062	1375	Good
	%	1.45%	9.45%	23.64%	32.36%	33.09%	100.00%	77.24%		
Total Average Score							1014.4			
Total Average Percentage							73.77%			Good
Overall Total Score							5072			

According to Ohanian in Wang & Lan (2018), credibility relates to the recipient's trust in the source of information. The credibility dimension is categorized as "Good" in the assessment summary. Based on Table 7, all the five items are categorized as "Good". Item CR5 is the item that got the highest percentage with a score of 77.24%, which means respondents are agree that Shopee videos on TikTok are a good source of reference when purchasing a product. Meanwhile, the CR1 item shows the lowest value, which is 71.42% (although it is still classified as "Good"). Item CR1 explains that respondents are agree that they trust the information provided by Shopee TikTok videos. CR1 has the greatest number of respondents who answered strongly disagree as many as 7 respondents, disagree as many as 23 people, and neutral as many as 104 people.

In conclusion, according to respondents Shopee's Viral Marketing TikTok video delivered good credibility to its viewers.

Table 8. Consumers' Attitude

Item	SD					Total	Total Score	Ideal Score	Category	
	1	2	3	4	5					
CG1	P	1	9	70	117	78	275	1087	1375	Good
	%	0.36%	3.27%	25.45%	42.55%	28.36%	100.00%	79.05%		
CG2	P	2	16	62	103	92	275	1092	1375	Good
	%	0.73%	5.82%	22.55%	37.45%	33.45%	100.00%	79.42%		
CG3	P	2	7	56	118	92	275	1116	1375	Good
	%	0.73%	2.55%	20.36%	42.91%	33.45%	100.00%	81.16%		
AF1	P	2	13	64	110	86	275	1090	1375	Good
	%	0.73%	4.73%	23.27%	40.00%	31.27%	100.00%	79.27%		
AF2	P	2	14	56	112	91	275	1101	1375	Good
	%	0.73%	5.09%	20.36%	40.73%	33.09%	100.00%	80.07%		
AF3	P	11	18	77	76	93	275	1047	1375	Good
	%	4.00%	6.55%	28.00%	27.64%	33.82%	100.00%	76.15%		
CN1	P	36	51	80	59	49	275	859	1375	Good Enough
	%	13.09%	18.55%	29.09%	21.45%	17.82%	100.00%	62.47%		
CN2	P	18	39	81	86	51	275	938	1375	Good
	%	6.55%	14.18%	29.45%	31.27%	18.55%	100.00%	68.22%		
CN3	P	15	17	81	101	61	275	1001	1375	Good
	%	5.45%	6.18%	29.45%	36.73%	22.18%	100.00%	72.80%		
Total Average Score							1036.77778			
Total Average Percentage							75.40%			Good
Overall Total Score							9331			

In a marketing context, consumer attitude refers to the feelings, beliefs, and behavioral intentions of customers toward products or services (Wang & Lan, 2018). The consumers' attitude variable is categorized as "Good" in the assessment summary. Based on Table 8, eight of nine items are categorized as "Good" and the rest is "Good Enough". Item CG3 is the item that got the highest percentage with a score of 81.16%, which means respondents agree that TikTok videos from Shopee help them get information more easily. Meanwhile, the CN1 item shows the lowest value, which is 62.47% (classified as "Good Enough"). Item CN1 explains respondents are neutral that they will always buy products that are in Shopee TikTok videos. CN1 has the greatest number of respondents who answered strongly disagree as many as 36 respondents, disagree as many as 51 people, and neutral as many as 80 people.

In conclusion, there is a good perception related to the consumers' attitude on Shopee's Viral Marketing TikTok video.

SEM-PLS Analysis

1. Assessment of Measurement Model

In this study, the processed result of measurement model testing is shown in Figure 2. The purpose of measurement model testing is to evaluate the validity and reliability of questionnaire items. The measurement model testing is the first step in applying Partial Least Squares to process data (PLS). According to Indrawati (2017:69), the measurement model test compares the item to the latent variable, or measures how well the item can explain the latent variable. The validity and reliability tests are conducted in this study, and they are performed using SmartPLS 3.0 software.

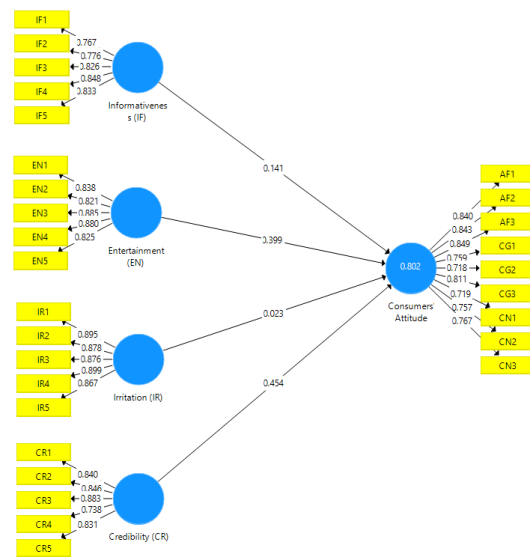


Figure 2. Outer Model

Convergent Validity

Convergent Validity evaluates the accuracy of a single item or a group of items in a variable to the metric you want to use (Indrawati, 2017, p. 69). The factor loading (FL) value is used to determine validity; if the FL value is more than 0.7, the item being tested is considered valid (Indrawati, 2017, p. 70). In addition to the FL value, the average variance extracted (AVE) can be used to determine convergent validity, AVE is valid if it is greater than 0.5 (Indrawati, 2017, p. 70). In this study all the items used is valid. Therefore, all item can be used in further analysis. This following Table 9 shows the factor loading result and AVE:

Table 9. Convergent Validity Test

Variable	Dimension	Item	Factor Loading	AVE	Conclusion
Viral Marketing (Independent Variable)	Informativeness (IF)	IF1	0.767	0.657	VALID
		IF2	0.776		VALID
		IF3	0.826		VALID
		IF4	0.848		VALID
		IF5	0.833		VALID
	Entertainment (EN)	EN1	0.838	0.723	VALID
		EN2	0.821		VALID
		EN3	0.885		VALID
		EN4	0.88		VALID
		EN5	0.825		VALID
	Irritation (IR)	IR1	0.895	0.78	VALID
		IR2	0.878		VALID
		IR3	0.876		VALID
		IR4	0.899		VALID
		IR5	0.867		VALID
Credibility (CR)	CR1	0.84	0.687	VALID	
	CR2	0.846		VALID	
	CR3	0.883		VALID	
	CR4	0.738		VALID	
	CR5	0.831		VALID	
Consumers' Attitude (Dependent Variable)	Cognitive (CG)	CG1	0.759	0.618	VALID
		CG2	0.718		VALID
		CG3	0.811		VALID
	Affective (AF)	AF1	0.84		VALID
		AF2	0.843		VALID
		AF3	0.849		VALID
	Conative (CN)	CN1	0.719		VALID
		CN2	0.757		VALID
		CN3	0.767		VALID

Discriminant Validity

Discriminant Validity assesses how different the items used to measure a variable are from those used to measure other variables, as well as whether the items used to test a variable inadvertently measure variables that were not intended to be measured (Indrawati, 2017, p. 70). According to Indrawati (2017:75), variables are said to have discriminant validity if their AVE square root is greater than the correlation between two variables in the model.

Table 10. Correlation Value between Variables

	Consumers' Attitude	Credibility (CR)	Entertainment (EN)	Informativeness (IF)	Irritation (IR)
Consumers' Attitude	0.786				
Credibility (CR)	0.817	0.829			
Entertainment (EN)	0.81	0.672	0.85		
Informativeness (IF)	0.713	0.623	0.705	0.811	
Irritation (IR)	0.334	0.334	0.283	0.33	0.883

The value of cross loading is one of the metrics used to assess discriminant validity (Indrawati, 2017, p. 70). The amount of the correlation between each variable and its indicators, as well as indicators from other block structures, is represented by the cross-loading value (Indrawati, 2017, p. 70). Cross loading's correlation value with its latent variable

must be higher than the correlation of the other latent variables (Indrawati, 2017, p. 71). The following Table 11 presents the cross-loading value that indicates a valid of discriminant validity:

Table 11. Correlation Value for Cross Loading

	Consumers' Attitude	Credibility (CR)	Entertainment (EN)	Informativeness (IF)	Irritation (IR)
AF1	0.84	0.653	0.674	0.597	0.28
AF2	0.843	0.676	0.745	0.642	0.252
AF3	0.849	0.658	0.784	0.647	0.311
CG1	0.759	0.639	0.566	0.509	0.245
CG2	0.718	0.67	0.48	0.485	0.256
CG3	0.811	0.687	0.655	0.589	0.231
CN1	0.719	0.577	0.576	0.52	0.285
CN2	0.757	0.59	0.628	0.525	0.225
CN3	0.767	0.638	0.577	0.501	0.282
CR1	0.651	0.84	0.553	0.553	0.286
CR2	0.758	0.846	0.671	0.514	0.306
CR3	0.71	0.883	0.598	0.597	0.275
CR4	0.52	0.738	0.374	0.349	0.277
CR5	0.714	0.831	0.543	0.537	0.245
EN1	0.694	0.602	0.838	0.594	0.227
EN2	0.609	0.498	0.821	0.584	0.178
EN3	0.674	0.546	0.885	0.594	0.281
EN4	0.743	0.636	0.88	0.639	0.252
EN5	0.71	0.561	0.825	0.581	0.258
IF1	0.543	0.482	0.565	0.767	0.176
IF2	0.542	0.525	0.506	0.776	0.22
IF3	0.566	0.491	0.579	0.826	0.336
IF4	0.585	0.461	0.551	0.848	0.325
IF5	0.643	0.561	0.645	0.833	0.274
IR1	0.361	0.365	0.337	0.341	0.895
IR2	0.352	0.368	0.295	0.318	0.878
IR3	0.241	0.214	0.21	0.246	0.876
IR4	0.256	0.25	0.177	0.274	0.899
IR5	0.19	0.193	0.151	0.232	0.867

Reliability Test / Internal Consistency Reliability

Every questionnaire item in a study must be valid and reliable. Internal consistency reliability is measuring how much the indicator variable increases when the latent variable increases (Indrawati, 2017, p. 70). To measure internal consistency, Cronbach's alpha (CA) is usually used (Indrawati, 2017, p. 70). Cronbach's alpha (CA) and composite reliability (CR) which are recommended as benchmarks are 0.7 (Indrawati, 2017, p. 70). The following Table 12 presents the values of CA and CR:

Table 12. CA and CR

	Cronbach's Alpha	Composite Reliability	Conclusion
Informativeness	0.869	0.905	RELIABLE
Entertainment	0.904	0.929	RELIABLE
Irritation	0.932	0.947	RELIABLE
Credibility	0.886	0.916	RELIABLE
Consumers' Attitude	0.922	0.936	RELIABLE

It is possible to conclude that the questionnaire satisfies the Cronbach's Alpha and Composite Reliability criterion. As a result, the measurement model testing result in this study indicates a good research measuring instrument.

2. Assessment of Structural Model

The assessment of the structural model, often known as the inner model, is the second test (Indrawati, 2017, p. 70). The goal of this structural model's measurement is to see how one latent variable interacts with other latent variables (Indrawati, 2017, p. 70). The inner model of this study is depicted in Figure 3.

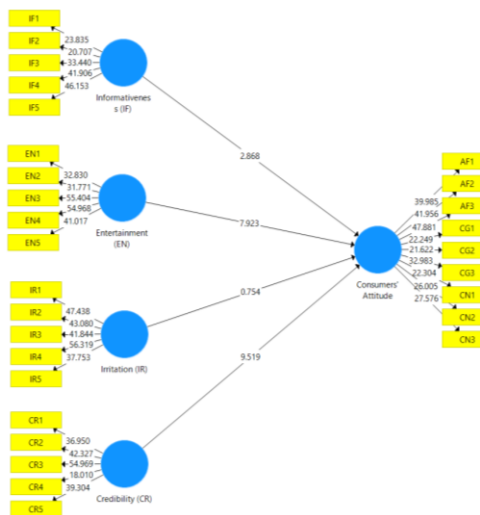


Figure 3. Inner Model

The test is done by looking at the path value to check if the effect is significant or not, as determined by the path value's t value (the t value can be obtained by performing the bootstrapping process) (Indrawati, 2017, p. 71). Table 13 illustrates the path coefficient and t-value calculation results, as well as the conclusion.

Table 13. Path Coefficient, t-value, and p-value

No.	Path Diagram	Path Coefficient	t-value	p-value	Conclusion
1	Informativeness (IF) -> Consumers' Attitude	0.141	2.868	0.002	Hypothesis is accepted
2	Entertainment (EN) -> Consumers' Attitude	0.399	7.923	0	Hypothesis is accepted
3	Irritation (IR) -> Consumers' Attitude	0.023	0.754	0.225	Hypothesis is rejected
4	Credibility (CR) -> Consumers' Attitude	0.454	9.519	0	Hypothesis is accepted

This study used a 5% significance level, which means that if the t-value > 1.65 and p-value < 0.05, there is a significant relationship between the independent and dependent variables or Hypothesis is accepted. Three of the hypotheses is accepted, meanwhile one of the hypotheses is rejected.

It may also be seen from the proportion of variance explained, specifically R^2 for the dependent latent variable that is hypothesized to be influenced by the independent latent variable, in addition to the path value (Indrawati, 2017, p. 71). The R^2 values of 0.67, 0.33, and 0.19, respectively, suggested that the model is "good", "moderate", and "weak" (Indrawati, 2017, p. 71).

Table 14. R-square Result

Variable	R-square
Consumers' Attitude	0.802

Based on Table 14 above, it is known that the consumers' attitude (Dependent Variable) has an R^2 value of 0.802, this shows that consumers' attitude can be explained by the dimensions of the viral marketing (Independent Variables), namely informativeness, entertainment, irritation, and credibility of 80.2%. The outcomes of the theoretical framework are displayed in Figure 4:

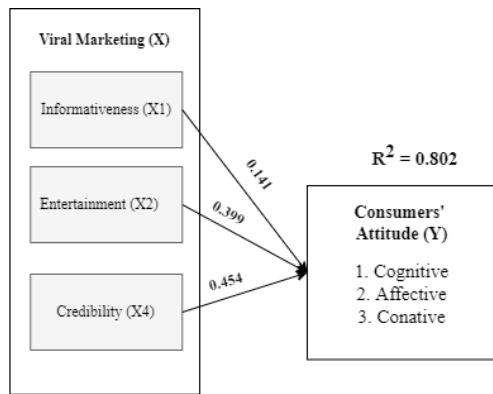


Figure 4. Theoretical Framework with Results

Discussion of Research Results

The hypothesis can be concluded as follows based on the above-mentioned research results:

Table 15. Hypothesis Conclusion

No.	Hypothesis	Conclusion
1	Informativeness has a positive significant influence on consumers' attitude.	Supported
2	Entertainment has a positive significant influence on consumers' attitude.	Supported
3	Irritation has a negative significant influence on consumers' attitude.	Not Supported
4	Credibility has a positive significant influence on consumers' attitude.	Supported

From Table 13 and 15, author can conclude that Informativeness, Entertainment, and Credibility has a positive significant influence on Consumers' Attitude. This statement is supported by previous study that stated in advertising informativeness is critical in assessing the success of the message delivered to the client, as well as influencing the customer's attitude (Saadeghvaziri & Hosseini, 2011). Followed by Entertainment, customers cherish entertainment offerings, which increases customer loyalty and leads to a positive consumer attitude (Saadeghvaziri & Hosseini, 2011). Followed by Credibility, consumer attitude is positively influenced by the credibility aspect in the message content (Hashim et al., 2018). Different with Irritation, it shows that Irritation has no significant influence. According to Trivedi (2017), customers develop a negative attitude

toward irritating messages, while non-irritating messages enjoy a good amount of circulation. But in this study, it shows that the respondents didn't agree with Irritation that could make them having a negative attitude. Previous study founded that Irritation has no negative significant influence on Consumers' Attitude (Zernigah & Sohail, 2012). Which is good because the irritation statement has a negative connotation.

CONCLUSION

Based on the results of descriptive analysis, overall respondents agreed with the statement on the items in the Informativeness, Entertainment, and Credibility dimension. This shows that these three dimensions in Shopee's Viral Marketing TikTok Video is in the good category. Meanwhile, overall respondents stated that they disagreed with the statements on the items in the Irritation dimension. This shows that Irritation on Shopee's Viral Marketing TikTok Video is in the not good. For Consumers' Attitude in Shopee's Viral Marketing TikTok Video, overall respondents agreed with 8 statements on the item and neutral with 1 statement on the item in the Consumers' Attitude variable. This shows that the Consumers' Attitude on Shopee's Viral Marketing TikTok Video is in the good category. Based on the results of hypothesis testing through t-value and p-value, it was found that Informativeness, Entertainment, and Credibility had a significant positive influence on Consumers' Attitude. However, Irritation does not have a significant influence on Consumers' Attitude. Which can be concluded that, respondents think that irritation from the video has no influence on them. It can be seen that the respondent's answer regarding the irritation dimension statement is disagree, which is good because the irritation statement has a negative connotation. Credibility has the biggest influence on

dependent variable followed by Entertainment, Informativeness and Irritation. This means that it can be concluded that Viral Marketing with its dimensions namely Informativeness, Entertainment, Irritation, and Credibility affect Consumers' Attitude. This statement is also supported by an R^2 score that Consumers' Attitude variable has in the discussion above.

SUGGESTION

For Company

Shopee should improve the Informativeness in their Viral Marketing TikTok videos, especially on the statement that received the lowest response by providing information that provides accurate, precise, and relevant knowledge and insight that is definitely needed, so that consumers feel that information on Shopee's Viral Marketing TikTok is an important source of information for them.

Shopee should improve Entertainment in their Viral Marketing TikTok videos, especially on the statement that received the lowest response by providing entertainment that has more elements of humor or comedy that can increase the consumer's enjoyment when watching the video, so that consumers feel that entertainment on Shopee's Viral Marketing TikTok is more fun than other media content.

Shopee should improve Credibility in their Viral Marketing TikTok videos, especially on the statement that received the lowest response by increasing credibility by inviting professionals who are expert in their fields when discussing a product in the video, so that consumers feel that the credibility of the information provided by Shopee's Viral Marketing TikTok can be trusted.

For Future Research

Future author can conduct research on the same variables but on firms that are similar in order to obtain data that can be compared. They can conduct research on the dimensions of Viral Marketing that were not studied in this study, such as adding the incentive and other dimensions from another main journal which may have a greater impact on Consumer Attitudes. Then, they can conduct study on viral marketing variables utilizing theories from various and up-to-date experts in order to add to the wealth of marketing information.

THANK YOU NOTE

Praise be to God Almighty who has given all the gifts to the author so that the author can complete this final report as well as possible. The author would also like to thank those who have participated in the process of completing this report. This is the presentation of the final project report on the influence of viral marketing through TikTok on Shopee consumer attitudes. May Allah always repay all the kindness that has been given. I hope this research can be useful for most researchers and readers.

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