



## Deepening of the New Digital-Based Marketing Concept and Its Impact on Purchasing Decisions and Word of Mouth

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### ABSTRACT

*The purpose of this study is to empirically prove the role of viral marketing, turbo marketing, and brand ambassadors to influence purchasing decisions and their impact on word of mouth. The concept of this research carries a descriptive research approach. The population is the people of Labuhanbatu Regency, a total of 499,982. The researcher applied the Slovin formula to obtain a minimum sample, which sample was 99.98 or fulfilled into 100 respondents. The sampling technique chose simple random sampling. All indicators that form the variables studied are processed through validity and reliability tests. Data analysis uses the SmartPLS 4.0 application. The result is viral marketing influences purchasing decisions online otherwise there is no relationship with word of mouth. Turbo marketing does not support purchasing decisions and word of mouth. Brand ambassadors affect online purchasing decisions, while purchasing decisions are not significant to word of mouth.*

**Keywords:** *Viral marketing, turbo marketing, brand ambassadors, purchasing decisions, word of mouth*

## INTRODUCTION

The use of the internet and social media in Indonesia has grown rapidly since the beginning of the 21st century. This is of course used by business people in marketing their products both in online and offline markets. Product marketing to *online market types* certainly shows an unlimited and wider reach (Mustikasari & Widaningsih, 2019). Marketing carried out by every company certainly aims to gain profits in its business. One of the things that are used as a target for marketing is to attract consumer attention to the products marketed by the company. Consumer interest in products being marketed is the initial stage of consumer reactions which will continue into various considerations that lead to consumer decisions, whether to buy products or not.

Purchasing decisions are the ultimate goal of the occurrence of transactions experienced by a consumer when there is an interest from within the consumer to own and use a product. Purchasing decisions is one of the vital things that is still being developed in various kinds of literature. One of them is purchasing decisions related to digital-based transactions, which are currently considered interesting for discussion by marketing experts. According to (Geofanny, 2020) the process of making purchasing decisions for each consumer is essentially fixed, the difference is in the process which involves characteristics, age, income, and lifestyle. There is also the opinion of Sukma Wardani and Santosa (Liya et al., 2021) stating that purchasing decisions cannot be separated from the nature and behavior of consumers so that the supporting factors which are the reasons for making decisions are different for each consumer. The factors in question, namely the first internal factors consist of attitudes, lifestyle, perceptions, and personality of consumers. The second is external factors, where these factors include social and

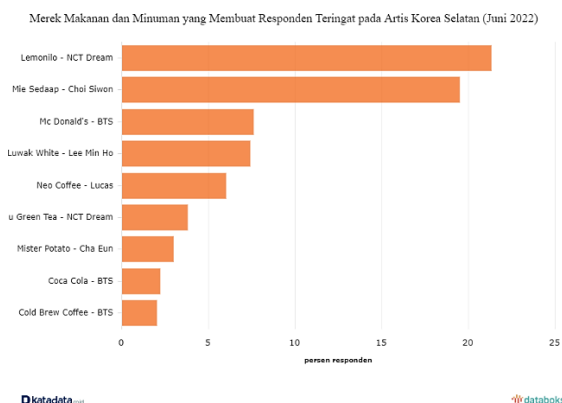
cultural, situations, and references. Apart from these two factors, other factors influence the determination of purchasing decisions, namely economic factors, production factors, sociological factors, and psychological factors. Likewise in the case of a person's decision to make purchases online is quite broad, both in terms of the consumer age, technology, product diversity, ease of transaction anywhere, promos, and selection of payments. These things are indicators that are considered triggers for purchasing decisions.

The dynamic marketing concept of digital-based purchasing decisions is becoming a polemic due to the emergence of various new terms in digital marketing that affect it. One of the new terms from digital marketing discussed in this research is viral marketing. In a study (Wiludjeng & Nurlala, 2013) one of the uses of technology in business activities is viral marketing. A viral marketing strategy is a marketing technique that utilizes electronic media to achieve certain marketing objectives which are carried out through a chain communication process. On the other hand, viral marketing is a strategy that can encourage someone to convey information to their environment and this information can spread widely so that businesses related to this information can benefit (Hamdani, 2018).

Digital-based marketing strategies for the viral marketing type also produce other strategic terms that are still related to digital marketing, namely the term *turbo marketing*. According to (Furqon, 2020) the term turbo marketing is synonymous with speed in providing services or responsiveness. As is the opinion (Natalia & Sudrajat, 2022), turbo marketing is related to speed in providing services when making digital-based purchases, so it becomes an important part of the constantly volatile economic situation in digital marketing. The connection between purchasing decisions

and turbo marketing according to (Tanuwijaya & Mulyandi, 2021) is that the growth of digital marketing in Indonesia is considered very rapid, as evidenced by the increasing number of applications that are information media in marketing their products. The emergence of a *turbo marketing* strategy as a solution to the problem of customer/consumer demand for the speed and responsiveness of a service quality provided by a company. Along with the current rapid development of digitalization, every company is required to be able to provide and provide responsive services that affect many aspects of human life.

To understand the terms viral marketing and turbo marketing in digital marketing, the author displays several forms of products or brands that have been successful in implementing new marketing concepts in the form of viral marketing and turbo marketing. The application of this concept is intended so that these products can immediately become pioneers in public consumption. The use of viral marketing and turbo marketing types of marketing strategies in particular can hold well-known endorsements, both from artists, especially from abroad. The following is product or brand data that uses endorsements as viral and turbo marketing:



**Figure 1. Food Products & Brands with Successful Branding Through K-Pop Idols**  
Source: (Ahdiat, nd)

Based on Figure 1 above, we can see that the collaboration between Korean artists as brand ambassadors and some of the products above can increase the buying response from the Indonesian people. This is because the fame of foreign artists, especially Korean artists or idols is currently skyrocketing in Indonesia. Viral marketing and turbo marketing are closely related to the supporting media used by companies in marketing their products. These products use endorsements that are published and promoted through various social media to attract consumers' attention. One of the food and beverage products that apply viral marketing and turbo marketing is Lemonilo and Mie Sedaap. These two products won the top positions compared to other products after using Korean artists as brand ambassadors. As revealed by the Katadata Insight Center (KIC) survey, as many as 21 percent of South Korean entertainment fans are Indonesians.

The phenomenon that supports this research negatively (disadvantages) until now has not been found by the authors besides that this topic is still minimal and research is limited so this underlies this research to be carried out again to obtain important information and intends to prove empirically the role of viral marketing, turbo marketing, and brand ambassadors to influence purchasing decisions and their impact on word of mouth. The novelty in this research includes wanting to introduce new marketing, namely viral marketing and turbo marketing in digital marketing to business actors such as start-ups and young entrepreneurs.

### Viral Marketing

The development of the marketing concept in practice continues to change following current trends along with the dynamics of information technology which results in digital-based marketing. This change gave rise to the courage of content actors to express more by providing up-to-date information through social media. A new term in digital or online-based marketing is viral marketing.

According to (Tanuwijaya & Mulyandi, 2021) viral marketing is a marketing strategy that is carried out by spreading product information or opinions to those around them by word of mouth through social media intermediaries. In research (Fadiya Haya et al., 2021) it is explained that the essence of viral marketing is a marketing trick or tactic that can guide people in expressing or conveying business to social networks and acquaintances. The indicators used in research are media sources, messages conveyed, and the environment.

### **Turbo Marketing**

Turbo marketing is a new concept in the world of marketing both online and face-to-face as well as being an important part of marketing implementation not only related to techniques and strategies but ideas and ideas that are easier to process and get to the target audience. According to (Tanuwijaya & Mulyandi, 2021) turbo marketing is defined as a marketing strategy that focuses on the speed and responsiveness of services provided by companies to consumers. As for the indicators used in consumer demand research, the response is fast and nimble.

### **Brand Ambassadors**

The involvement of brand ambassadors or better known as brand ambassadors in marketing both offline and online has a real impact on increasing sales of a product or brand. According to (Devi, 2016) Brand Ambassador is an iconic symbol of a company that aims for someone famous to represent a promotion in marketing products. A brand ambassador will provide information regarding the benefits and use of a product, as well as the reasons a consumer should buy a product (Mudzakir, 2018). Brand ambassador indicators are transparency, suitability, credibility, uniqueness, and excellence.

### **Buying decision**

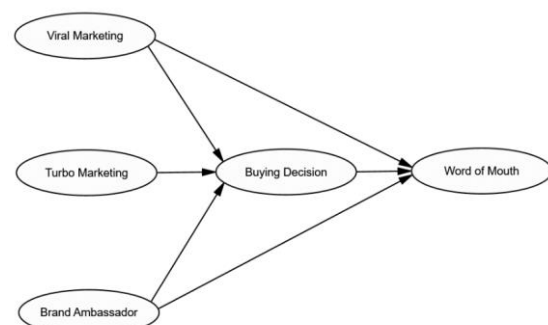
The final process of the buying journey is determining attitudes in the form of decisions or known as buying decisions. According to (Walukow et al., 2015) purchasing decisions are the process of making purchasing decisions that include what items to buy or not to buy, then these activities will determine the decision to be obtained. Purchasing decisions are defined as sequences formed by consumers before and after making purchases that begin after they have the willingness to fulfill a need (Hanaysha, 2018). Purchasing decision indicators are product quality, consumer routines, consumer loyalty, product stability, buying habits, recommendations, and repurchases.

### **Word of Mouth**

The word-of-mouth business concept in marketing is not taboo, from the past until now word of mouth is still an important part of business actors in introducing their products. Word of mouth is a form of communication that is carried out by word of mouth by consumers about products or services (Febiana et al., 2014). According to (Praptiningsih, 2019) word of mouth is a promotion that conveys information from one person to another. The word-of-mouth indicator is experienced and encourages consumers.

### **Conceptual framework**

The conceptual framework in this study aims to make it easier for the writer to see the flow of thought in this research. Then the conceptual framework model can be seen below:



**Figure 2. Conceptual Framework**  
**Source: Processed data, 2022**

**Research Hypothesis**

Based on the conceptual framework above, then the following hypotheses are used to solve the problems studied:

1. H<sub>1</sub>: viral marketing affects purchasing decisions.
2. H<sub>2</sub>: turbo marketing affects purchasing decisions.
3. H<sub>3</sub>: brand ambassadors influence purchasing decisions.
4. H<sub>4</sub>: viral marketing affects word of mouth.
5. H<sub>5</sub>: turbo marketing affects word of mouth.
6. H<sub>6</sub>: purchasing decisions affect word of mouth.

**RESEARCH METHODS**

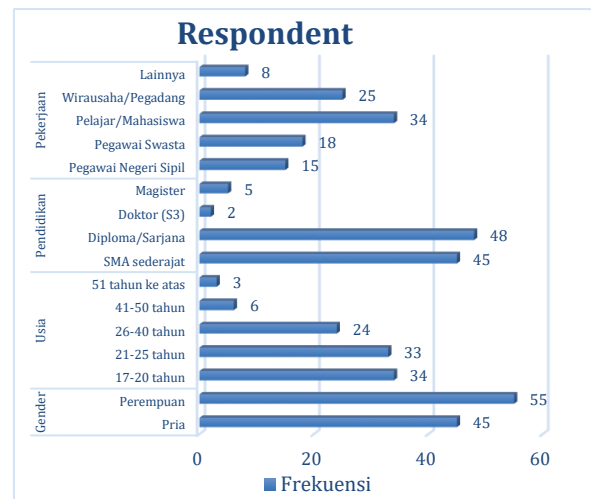
The concept of this research generally uses primary data obtained through the Google form as an online questionnaire containing questions about the variables studied. So, the concept of this research carries descriptive research with a quantitative approach connected with research variables focusing on current problems and current phenomena. The population in this study were the people of Labuhanbatu Regency who were officially registered in 2021 by the Central Bureau of Statistics (BPS) for Labuhanbatu Regency, totaling 499,982 people. Furthermore, in determining the minimum sample, the researcher applied the Slovin formula to obtain the minimum sample (Susanti et al., 2019), from the calculations, a sample of 99.98 was obtained, or even 100 respondents. The sampling technique chose simple random sampling (respondents who were considered or happened to meet the researcher) (West, 2016). Furthermore, all

indicators that form the variables studied are processed through validity and reliability tests (Epidemiology., 2020). Data analysis using the SmartPLS 4.0 application (16.Pdf, n.d.).

**RESULTS AND DISCUSSION**

**Respondent Profile**

Based on the distribution of questionnaire data via the Google form regarding the profile information of the respondents in this study, the profile information of the respondents was obtained in terms of gender, age, education, and occupation. Information on the profile of respondents obtained aims to obtain information and descriptions of the respondents studied. The graphs of the respondent's profile include:

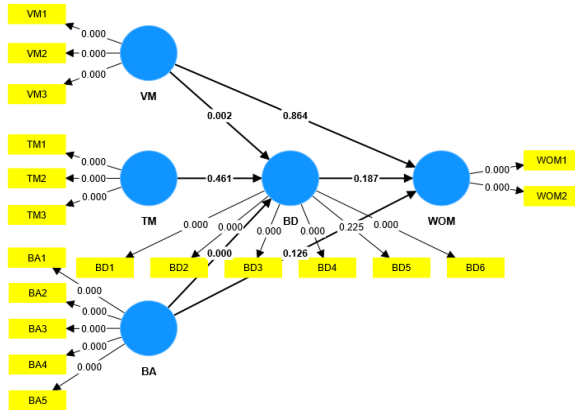


**Figure 2. Respondent Profile Graph**  
**Source: Processed data, 2022**

Based on Figure 2, the Respondent Profile Graph provides information about the profile of respondents in general, starting from the gender dominated by women, the highest age of respondents found was 17-20 years old, the most education was Diploma/Bachelor degree, and jobs were dominated by students/students.

**SmartPLS test**

The results of bootstrapping calculations on the SmartPLS application can be seen in the figure below:



**Figure 3. Hypothesis Testing**

Source: Data processed by SmartPLS, 2022

**Table 1. Hypothesis Testing Results**

	Original Sample	Standard Deviations	T Statistics	P Values	Ket.
VMs -> BDs	0.343	0.109	3.162	0.002	Accepted
TM -> BD	-0.123	0.166	0.737	0.461	Rejected
BA -> BD	0.745	0.140	5.329	0.000	Accepted
VMs -> WOMs	-0.043	0.253	0.171	0.864	Rejected
BA -> WOM	-0.422	0.276	1.531	0.126	Rejected
BD -> WOM	0.446	0.338	1.321	0.187	Rejected

Source: Data processed by SmartPLS, 2022

Based on Table 1. Hypothesis Testing Results, there are two hypotheses accepted and four hypotheses rejected.

**Discussion**

Based on the results of hypothesis testing, a detailed discussion will be carried out including:

1) H<sub>1</sub>: the results of testing the hypothesis with statistical results show that viral marketing affects purchasing decisions because the hypothesis is accepted, this can be seen from the acquisition of the t-statistic path coefficient value of 3.162 bigger than 1.96 and has a significant level of 0.002 which is less

than 0.05. From the results of this study, it was found that the viral marketing variable is a newcomer variable in the new marketing concept capable of having a positive influence on purchasing decisions. This means that purchasing decisions in this study were influenced by viral marketing (Tanuwijaya & Mulyandi, 2021).

2) H<sub>2</sub>: the results of testing the hypothesis with statistical results show that turbo marketing does not affect purchasing decisions because the hypothesis is rejected, this can be seen from the acquisition of the t-statistic path coefficient value of 0.737 which is smaller than the value of 1.96, and has a significant level of 0.461 greater than 0.05. From the results of this study it was found that turbo marketing is not as good as viral marketing variables, the analysis also explains that the definition of turbo marketing is closer to how dexterous to respond and act in marketing in the form of services so that explicit turbo marketing is only carried out as the end of the marketing process, on the contrary, viral marketing is more put forward a brutal promotion so that it triggers a purchase.

3) H<sub>3</sub>: the results of testing the hypothesis with statistical results show that brand ambassadors affect purchasing decisions because the hypothesis is accepted, this can be seen from the acquisition of the t-statistic path coefficient value of 5.329 which is greater than the value of 1.96 and has a significant level of 0.000 which is smaller than 0,05. From the results of this study, it was found that the brand ambassador variable is an independent variable with its strength reflected in the definition of a brand ambassador, namely a person who is trusted as an

icon of a brand so that it helps a consumer in making purchasing decisions (Sagia & Situmorang, 2018).

- 4) H<sub>4</sub>: the results of testing the hypothesis with statistical results show that viral marketing does not affect word of mouth because the hypothesis is rejected, this can be seen from the acquisition of the t-statistic path coefficient value of 0.171 which is smaller than the value of 1.96 and has a significant level of 0.864 greater from 0.05. From the results of this study, it was found that viral marketing has nothing to do with word of mouth, so the selection of word of mouth as the dependent variable (moderating) does not have a positive relationship with the marketing of a product, besides that the definition of viral marketing is almost the same as word of mouth included in indicator determination.
- 5) H<sub>5</sub>: the results of testing the hypothesis with statistical results show that turbo marketing does not affect word of mouth because the hypothesis is rejected, this can be seen from the acquisition of the t-statistic path coefficient value of 1.531 which is smaller than the value of 1.96 and has a significant level of 0.126 greater from 0.05. From the results of this study, it was found that the turbo marketing variable in this study was the variable that was least considered because the results of the two hypotheses showed no effect on purchasing decisions and word of mouth so the selection of the variables studied was not fully following the research objectives
- 6) H<sub>6</sub>: the results of hypothesis testing with statistical results show that purchasing decisions do not affect

word of mouth because the hypothesis is rejected, this can be seen from the acquisition of the path coefficient t-statistic of 1.321 which is smaller than the value of 1.96, and has a significant level of 0.187 greater from 0.05. The same thing is also shown in this study that purchasing decisions have nothing to do with word of mouth. These results become a weakness in this study because purchasing decisions in the literature are rarely carried out in such research.

## CONCLUSION

From the results of the study, it was found that the variable viral marketing as one of the new marketing influences the success of purchasing decisions online otherwise there is no relationship with word of mouth. While the turbo marketing variable does not support purchasing decisions and word of mouth at all. Another amazing research result is that brand ambassadors affect online purchasing decisions, while the purchasing decision variable is not significant to word of mouth.

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