

THE INFLUENCE OF VIRAL MARKETING AND CUSTOMER TRUST TOWARD CUSTOMER PURCHASE INTENTION OF XIAOMI SMARTPHONE IN MANADO*PENGARUH VIRAL MARKETING DAN KEPERCAYAAN PELANGGAN TERHADAP NIAT MEMBELI CUSTOMER PADA SMARTPHONE XIAOMI DI MANADO*

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Abstract: Smartphone is a mobile phone or smart cellular phone that is equipped with the latest features and high capabilities like a computer. Smartphone market competition is increasing, it is undeniable that the use of smartphones among the community has become a necessity to support activities such as work or school, especially in the midst of the COVID-19 pandemic. The objectives of this study are To Know the Viral marketing and Customer Trust toward Customer Purchase Intention of Xiaomi Smartphone in Manado. The analytical method used is multiple linear regression. Based on the results of the analysis and discussion using multiple linear regression and classical assumption test, it is concluded that the results of the hypothesis test found that simultaneously Viral Marketing and Customer Trust had a significant effect on Customer Purchase Intention. For Xiaomi Smartphone to maintain and improve the quality of brand again so that it will make its consumers more loyal to the brand also satisfied.

Keywords: *viral marketing, customer trust, smartphone*

Abstrak: Smartphone adalah telepon genggam atau telepon seluler pintar yang dilengkapi dengan fitur-fitur terkini dan berkemampuan tinggi layaknya komputer. Persaingan pasar smartphone semakin meningkat, tidak bisa dipungkiri penggunaan smartphone di kalangan masyarakat sudah menjadi kebutuhan untuk menunjang aktivitas seperti bekerja atau sekolah, apalagi di tengah pandemi COVID-19. Tujuan dari penelitian ini adalah Untuk Mengetahui Viral marketing dan Kepercayaan Pelanggan terhadap Niat Beli Pelanggan Smartphone Xiaomi di Manado. Metode analisis yang digunakan adalah regresi linier berganda. Berdasarkan hasil analisis dan pembahasan dengan menggunakan regresi linier berganda dan uji asumsi klasik, diperoleh kesimpulan bahwa hasil uji hipotesis ditemukan bahwa secara simultan Viral Marketing dan Kepercayaan Pelanggan berpengaruh signifikan terhadap Niat Membeli Pelanggan. Bagi Smartphone Xiaomi untuk menjaga dan meningkatkan kualitas merek lagi agar membuat konsumennya semakin loyal terhadap merek juga puas.

Kata kunci: *viral marketing, kepercayaan pelanggan, smartphone*

INTRODUCTION

Research Background

In this era of globalization, technological developments continue to develop rapidly. This also affects the increasing market competition. The current economy is based on the digital revolution and information management, where the internet network facilitates the interaction of consumers and business people. The needs and desires of consumers are increasingly complex, demanding that all advanced features and functions can be integrated into one gadget, the need arises because of the faster level of mobility. Today's internet technology can create two way communication just like real life. One example of technology that is used by society for long-distance communication today is a smartphone. Our society is very thirsty for browsing, chatting, playing games, playing videos and also to work and study using smartphones.

Especially during the COVID-19 pandemic, the need for electronic devices such as smartphones and laptops is also needed due to government regulations that enforce online schools for students and work from home for employees. So people need a laptop or smartphone to study and also work from home. The effort required for a company to remain competitive in the market is trying to achieve the goal of creating and retaining customers. One of the efforts made is to increase Customer Purchase Intention. Customer Purchase Intention is a desire that arises in consumers for a product as a result of a process of observing and learning consumers or individuals on a product. Durianto (2015:58) reveals that "buying interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses and advantages of the product compared to other products another brand. The factors that affect the Customer Purchase Intention are Viral Marketing and Customer Trust.

Viral Marketing has the same form of internet-based e-mouth to mouth marketing which has a role as a networking promotion and is specially shaped like a virus that can spread and make a message spread quickly and efficiently from one individual to another in a short and broad manner that gives a reply specifically to its clients (Hasan, 2019). With viral marketing, promotional and marketing activities can also be carried out even during a pandemic situation like this that affects on Customer Purchase Intention. The next factor is Customer Trust, Customer trust has a very big influence on the sustainability of a company, because if a company's products are no longer trusted by consumers, then the product will be difficult to develop in the market. On the other hand, if the company's products are trusted by consumers, then the company's products will continue to grow in the market. This trust must always be earned by the company, the more consumers believe, the company will continue to have good relationships with its consumers (Mamang, 2015:197). So that Customer Trust also has an effect on Customer Purchase Intention.

Xiaomi is a company that produces Android-based smartphones. Android is an Operating System (OS) developed by Google for mobile devices or what we know as smartphones. One of the advantages of Android is the availability of applications from various categories: social, entertainment, games, etc. In emerging markets such as Indonesia, Xiaomi is also listed as a fairly dominant player in the low-cost but high-quality android phone segment. Therefore, in order to remain competitive in the smartphone market, Xiaomi must create and retain their customers by increasing Customer Purchase Intention.

Research Objective

Based on the main problems that have been stated previously, the objectives of this study are as follows:

1. To analyze the affect of Viral Marketing and Customer Trust toward Customer Purchase Intention of Xiaomi Smartphone in Manado.
2. To analyze the affect of Viral Marketing toward Customer Purchase Intention of Xiaomi Smartphone in Manado.
3. To analyze the affect of Customer Trust toward Customer Purchase Intention of Xiaomi Smartphone in Manado.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2015:11), marketing management is defined as the art and science of choosing target markets and achieving, retaining, and growing customers by creating, delivering and communicating superior customer value. Another understanding put forward by Kotler and Armstrong (2016:27) which states that marketing management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers.

Consumer behavior

According to Schiffman and Kanuk (2018:6), the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumers have an interesting diversity to study because it includes all individuals of various ages, cultural backgrounds, education, and other socioeconomic conditions. Therefore, it is very important to study how consumers behave and what factors influence this behavior.

According to Kotler and Keller (2015:166), Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods and services, ideas, or experiences satisfy their needs and desires. Based on some of the definitions mentioned above, it can be concluded that consumer behavior is all activities, actions, and psychological processes that drive these actions before buying, when buying, using, spending products and services after doing the things above or evaluating activities

Viral Marketing

According to Hasan (2019), Viral Marketing has the same form of internet-based e-mouth to mouth marketing which has a role as a networking promotion and is specially shaped like a virus that can spread and make a message spread quickly and efficiently from one individual to another in a short and broad manner that gives a reply specifically to its clients. Viral marketing allows messages to spread quickly and efficiently like a virus and aims to spread information quickly from one individual to another thereby increasing brand awareness. The way viral marketing works is by disseminating information through registered internet user databases for general use. For example, a social application that provides services for free will offer the product at the same time as the service through advertising and so on. According to Skrob (2005), viral marketing can be measured by 12 indicators of social media availability, namely: Customer Recommendations, Newsletters, Linking Strategies, Communities, Free Offers, Sweepstakes, List of Prospective Buyers, Chatrooms, Reference List, Product Texts, Affiliate Program, and Search Engines.

Customer Trust

Customer trust has a very big influence on the sustainability of a company, because if a company's products are no longer trusted by consumers, then the product will be difficult to develop in the market. On the other hand, if the company's products are trusted by consumers, then the company's products will continue to grow in the market. This trust must always be earned by the company, the more consumers believe, the company will continue to have good relationships with its consumers (Mamang, 2015:197). Customer Trust indicators, according to Ingenhoff and Sommer (2010), there are four dimensions of consumer trust, which are as follows: Ability, Integrity, Benevolence, and Information quality.

Customer Purchase Intention

Purchase Intention is a desire that arises in consumers for a product as a result of a process of observing and learning consumers or individuals on a product. Durianto (2013: 58), reveals that "buying interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses and advantages of the product compared to other products another brand. Sunyoto (2017) identifies customer purchase intention through the following indicators: Transactional interest, Referential interest, preferential interest, and Explorative interest.

Previous Research

Sawaftah, Calıcıoglu and Awadallah (2020) examined the effects of two viral marketing attributes; namely viral advertising and E-WOM on customer purchase intention. In particular, the authors contemplate the prima facie nature of the relationship by examining brand image and age as contingent boundary conditions (moderator role). The population of the study consists of graduate students in a private Cypriot university. A sample size of 177 participants is recruited using a convenience sampling technique. Multiple linear regression and analysis of variance are the statistical analyses employed to test the developed hypotheses. The findings reveal that viral marketing influenced on customer purchase intention magnified under the moderating role of brand image but age did not affect the relationship. Interestingly, viral advertising had a greater effect on customer purchase intention than E-WOM

Curvelo, de Moraes Watanabe, and Alfinito (2019) analyzed the influence of attributes, consumer trust and perceived value on purchase intention of organic food. A descriptive quantitative research was conducted through a survey of 247 valid cases of organic food consumers. For the purposes of analysis, exploratory factorial and linear regression analyzes were chosen. Exploratory factor analysis showed that all tested constructs were valid for the Brazilian context. Linear regression analyses showed that emotional value, consumer trust and the attribute "sensory appeal" affect the purchase intention of organic food. Emotional value had a stronger relationship and sensory appeal showed a negative relationship with purchase intention

Panigrahi, Azizan, and Waris (2018) identified the key SERVQUAL factors for consumer purchase intention in the context of life insurance products in Malaysia. The study was performed based on primary data using a self-administered questionnaire from the Klang valley region of Malaysia. Using a cross-sectional study, a total of 215 usable responses were collected using convenience sampling technique. To measure customer satisfaction, trust, and purchase intention, seven key SERVQUAL factors were utilized, that is, tangibility, reliability, responsiveness, assurance, empathy, helpfulness, and problem solving. Data were analyzed using a 5-point Likert scale. Descriptive statistics & exploratory and confirmatory factor analysis were employed. The findings revealed that customer satisfaction and trust together with SERVQUAL factors lead to purchase intention. Conversely, this paper also found that life insurance agents with problem-solving skills and helpfulness will lead to an increase in customers' intention to purchase life insurance products.

RESEARCH METHOD

Research Approach

This type of research is associative research. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, 2016). This study looks for the influence of the independent variable Viral Marketing and Customer Trust (X), on the dependent variable Customer Purchase Intention (Y).

Population, Sample Size, and Sampling Technique

Sugiyono (2016:115) states that population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. The population in this study was not identified because there was no official data that could be used as a reference for the research population. The sample is part of the number and characteristics of the population. Limited funds, energy, and time, the researchers used samples taken from the population. For this reason, samples taken from the population must be truly representative (Sugiyono, 2016). Sampling technique using Accidental Sampling. According to Sugiyono (2016), Accidental Sampling is a technique of making samples based on coincidence, namely consumers by chance/incidents meeting with researchers can be used as coincidences to meet them as a data source. Based on the number of 100 questionnaires distributed, only 66 questionnaires have been returned so the sample in this study was 66 respondents.

Data Collection Technique

Collecting data used in this study using a questionnaire. The questionnaire is a data collection technique which is done by giving a set of questions or written statements to the respondent to answer them. The questionnaire is an efficient data collection technique if the researcher knows exactly what variables to measure and what can be expected from the respondent. In addition, a questionnaire is also suitable if the respondents are quite widely scattered. Questionnaires can be in the form of open or closed questions and can be given to respondents directly or indirectly. The questionnaire in this study will be distributed to the number of samples that the author has determined, namely the consumers of Xiaomi Manado. The data measurement used in this study is a Likert scale.

Data Analysis Method

Validity and Reliability Tests

Validity test is the degree of speed between data that actually occurs in the object of research and data that can be reported by researchers. Thus, valid data is data "that does not differ" between data reported by researchers and data that actually occurs in the object of research (Sugiyono, 2016). Reliability/reliability (degree of consistency) is a measure that shows how high an instrument can be trusted or reliable, meaning that reliability concerns the accuracy (in a consistent sense) of measuring instruments (Mustafa, 2019).

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between the independent variables. An analysis is said to have no symptoms of multicollinearity if the value of VIF (Variance Inflation Factor) < 10 (Ghozali, 2019).

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. If the residual variance from one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity (Ghozali, 2019).

Normality Test

This test aims to test whether in the regression model, the confounding variable has a normal distribution (Ghozali, 2019). The easiest way to see normality is graph analysis. Graphic analysis is used to see the normality of the data by looking at the histogram graph and the normal probability plot curve.

Multiple Linear Regression

Multiple linear regression analysis is needed to determine the regression coefficients and significant so that they can be used to answer the hypothesis.

T Test

The t-test basically shows how much influence one independent variable has individually in explaining the dependent variable (Ghozali, 2019). The criteria used are: (Ghozali, 2019).

a. $H_0 : b_1 = 0$

That is, there is no partially significant effect on each independent variable.

b. $H_a : b_1 > 0$

That is, there is a partially significant effect on each independent variable.

While the test criteria are as follows:

a. Significant Level ($\alpha = 0.01$)

b. t distribution with degrees of freedom (n)

c. If t count > t table then H_0 is rejected and H_a is accepted.

d. If t count < t table then H_0 is accepted and H_a is rejected.

F Test

The F test aims to show whether all the independent variables that are included in the model simultaneously or together have an influence on the dependent variable (Ghozali, 2019).

Make a hypothesis for the F-test test case above, namely:

– $H_0: b_1, b_2 = 0$

That is, there is no significant effect of the independent variable on the dependent

– $H_a : b_1, b_2 > 0$

That is, there is a significant effect of the independent variable on the dependent

Determining F table and calculated F with a confidence level of 95% or a significance level of 5% ($\alpha = 0.1$), then:

– If F count > F table, then H_0 is rejected and H_a is accepted, meaning that each independent variable together has a significant effect on the dependent variable.

– If F count < F table, then H_0 is accepted and H_a is rejected, meaning that each independent variable together has no significant effect on the dependent variable.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

The instrument used in this research is a questionnaire. Therefore, the research instrument must be tested first using validity and reliability tests. Validity test using Pearson correlation coefficient. If the correlation value is above 0.3, it indicates that the instrument used is valid. Reliability test using Cronbach's alpha coefficient. If the alpha value is above 0.6, it indicates that the instrument used is reliable. The results of the validity and reliability tests on research instruments using SPSS software version 25.0 are as follows:

Table 1. Validity Test Results

Variables	Statements	Pearson Correlation	r table	Sig	Alpha	Status
Viral Marketing (X ₁)	X _{1.1}	0.508	0.238	0,000	0,05	Valid
	X _{1.2}	0.520	0.238	0,000	0,05	Valid
	X _{1.3}	0.666	0.238	0,000	0,05	Valid
	X _{1.4}	0.595	0.238	0,000	0,05	Valid
	X _{1.5}	0.363	0.238	0,000	0,05	Valid
	X _{1.6}	0.737	0.238	0,000	0,05	Valid
	X _{1.7}	0.761	0.238	0,000	0,05	Valid
	X _{1.8}	0.574	0.238	0,000	0,05	Valid
	X _{1.9}	0.248	0.238	0,045	0,05	Valid
	X _{1.10}	0.734	0.238	0,000	0,05	Valid
	X _{1.11}	0.748	0.238	0,000	0,05	Valid
	X _{1.12}	0.595	0.238	0,000	0,05	Valid
Customer Trust (X ₂)	X _{2.1}	0.770	0.238	0,000	0,05	Valid
	X _{2.2}	0.672	0.238	0,000	0,05	Valid
	X _{2.3}	0.590	0.238	0,000	0,05	Valid
	X _{2.4}	0.662	0.238	0,000	0,05	Valid
Customer Purchase Intention (Y)	Y ₁	0.757	0.238	0,000	0,05	Valid
	Y ₂	0.759	0.238	0,000	0,05	Valid
	Y ₃	0.688	0.238	0,000	0,05	Valid
	Y ₄	0.663	0.238	0,000	0,05	Valid

Source: Processed results of SPSS 25 data, 2022

The results from Table 1 show that each of the variables studied is valid. This is shown by the Pearson Correlation value which is more than the r table value.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Viral Marketing (X ₁)	0.831	Reliable
Customer Trust (X ₂)	0.602	Reliable
Customer Purchase Intention (Y)	0.685	Reliable

Source: Processed results of SPSS 25 data, 2022

Table 2 shows that the variables studied are reliable, this is shown by the Cronbach Alpha value of each variable that is more than 0.60

Multicollinearity Test

Table 3. Multicollinearity Test Results

Variable	VIF	Tolerance	Information
Viral Marketing (X ₁)	1.485	0.673	Non Multicollinearity
Customer Trust (X ₂)	1.485	0.673	Non Multicollinearity

Source: Processed results of SPSS 25 data, 2022

The results of the calculations are shown in Table 3, which shows that the VIF value for all X variables is less than 10 (<10) and the Tolerance value for all X variables is more than 0.1. So it can be concluded that there is no symptom of multicollinearity in this research model.

Heteroscedasticity Test

Figure 1 states that the scatterplot graph displayed for the heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the spread of the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so that the regression model is feasible to use to predict the Customer Purchase Intention (Y).

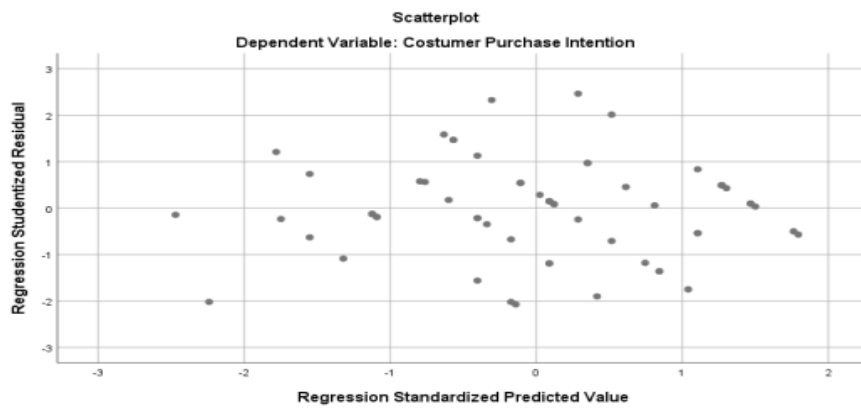


Figure 1 Heteroscedasticity Test Results
 Source: Processed results of SPSS 25 data.

Normality Test

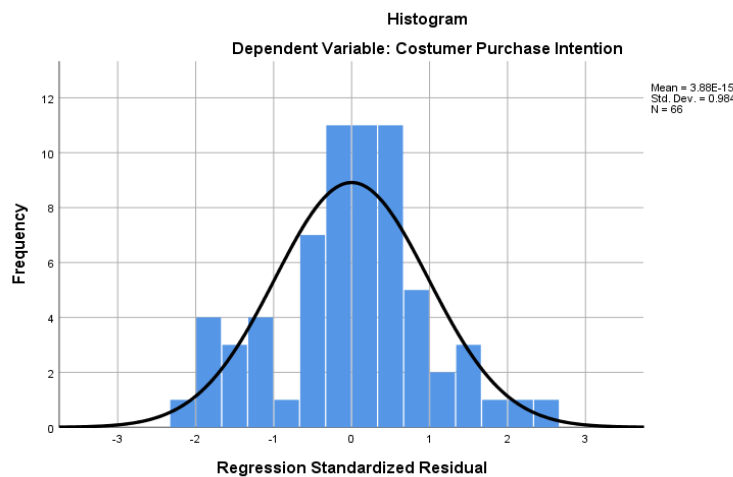


Figure 2 Normality Test Results
 Source: Processed results of SPSS 25 data, 2022

Figure 2 shows that the normal curve in the histogram above, it can be said that the model is normally distributed, because it forms a bell.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Test Results

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
(Constant)	.943	1.257			-.750	.456		
Viral Marketing	.340	.027	.868		12.630	.000	.673	1.485
Customer Trust	.048	.075	.044		.644	.522	.673	1.485

Source: Processed results of SPSS 25 data, 2022

The test results in Table 4 can be written in the form of a regression equation in the form of Standardized Coefficients, the following equation is obtained:

$$Y = 0.943 + 0,340X_1 + 0,048X_2$$

The results of the simple regression equation above provide the understanding that:

1. The constant value of 0.943 gives the understanding that if the Viral Marketing and Customer Trust (X) factor is not performed or equal to zero (0) then the amount of Customer Purchase Intention is 0.943%.
2. For Viral Marketing (X1) the regression coefficient is positive, this means that if Viral Marketing (X1) increases by 1%, then Customer Purchase Intention (Y) will increase by 0.340%.
3. 3. For Customer Trust (X2) the regression coefficient is positive, this means that if Customer Trust (X2) increases by 1%, then Customer Purchase Intention (Y) will increase by 0.048%.

F Test

The F test is used to determine whether there is a simultaneous effect of independent variables on the dependent variable.

Table 5. Simultaneous Test (F Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.414	2	71.207	125.632	.000 ^b
	Residual	35.708	63	.567		
	Total	178.121	65			

Source: Processed results of SPSS 25 data, 2022

Based on Table 5, the results of the F (sig. F) significance test simultaneously from the variables X₁, X₂ to Y, namely Customer Purchase Intention of 0.000. This means that the coefficient of the variable X₁ or Viral Marketing, the variable X₂ or Customer Trust has a joint effect on Y or Customer Purchase Intention, where the significant value is less than 5% (<0.05). This means that hypothesis 1 (H₁) which states that the Viral Marketing and Customer Trust (X) variable, on the dependent variable Customer Purchase Intention (Y) simultaneously, can be accepted or proven.

T-Test

The t-test is used to determine whether there is a partial effect of the independent variable on the dependent variable, as the calculated t value to be compared with the t table value. The results of the regression analysis in table 4 Based on the results of the calculation in table 4 are:

1. The value of significant level of Viral Marketing (X1) variable is $0.000 < 0.05$, so H₀ is rejected, meaning that Viral Marketing (X1) has a significant effect on Customer Purchase Intention (Y), thus H_a is accepted.
2. The value of significant level of Customer Trust (X2) variable is $0.0522 > 0.05$, so H₀ is accepted, meaning that Customer Trust (X2) has no significant effect on Customer Purchase Intention (Y), thus H_a is rejected.

Discussion

The Effect of Viral Marketing and Customer Trust on Customer Purchase Intention

Based on the results of hypothesis testing and the results of multiple linear regression analysis in this study, it shows that the Viral Marketing and Customer Trust variables simultaneously or simultaneously affect Customer Purchase Intention. The implication of this research is that this research model can be used as a variable that influences or considers decision-making tools from the Customer Purchase Intention variable, especially on Xiaomi Smartphone which focuses on its Customer Purchase Intention. This is because this research has been proven to have a strong level of relationship between the independent variables and the dependent variable, also this research has been tested to play a role with a high percentage in influencing Customer Purchase Intention variable, so that the policies taken by Xiaomi Smartphone by considering the Viral Marketing and Customer Trust factors can increase Customer Purchase Intention variable significantly. If Customer Purchase Intention variable increases, it will certainly be good for Xiaomi Smartphone. This is also supported by previous research conducted by Sawaftah, Calıcıoğlu, and Awadallah, (2020). The findings reveal that viral marketing influenced on customer purchase intention magnified under the moderating role of brand image but age did not affect the relationship. Interestingly, viral advertising had a greater effect on customer purchase intention than E-WOM. That viral marketing has a simultaneous effect on Customer Purchase Intention. Also supported by previous research conducted by Pramudya, Sudiro and Sunaryo (2018). The results showed that the corporate image has an influence on customer trust. Brand awareness has effects on customer trust and purchase intention. Customer trust has an influence on purchase intention. The customer trust is able to

mediation and gives the influence of the corporate image on purchase intention. Indications and implications of the results of these studies are discussed further in this article.

The Effect of Viral Marketing on Customer Purchase Intention

Based on the results of the research described previously, it was found that the Viral Marketing variable in this study did have a significant affect on Customer Purchase Intention on Xiaomi Smartphone. From the research results, it can be seen that the research hypothesis which states "Viral Marketing has a significant affect on Customer Purchase Intention" is accepted. Viral marketing is a form of marketing that aims to spread information quickly from one individual to another. In the results of this study, viral marketing has a significant effect on increasing Customer Purchase Intention. This is also supported by previous research conducted by Sawaftah, Calcioglu and Awadallah (2020). The findings reveal that viral marketing influenced on customer purchase intention magnified under the moderating role of brand image but age did not affect the relationship. Interestingly, viral advertising had a greater effect on customer purchase intention than E-WOM

The Effect of Customer Trust on Customer Purchase Intention

Based on the results of the research described previously, it was found that the Customer Trust variable in this study has no significant influence on Customer Purchase Intention at Xiaomi Smartphone. From the results of the study, it can be seen that the research hypothesis which states "Customer Trust has a significant affect on Customer Purchase Intention" is rejected. Customer trust is an important thing for the sustainability of a company, instilling trust in customers for a product is one way to increase Customer Purchase Intention. However, in the results of this study, it was found that Customer Trust had no significant effect on Customer Purchase Intention. This is because the value of significant level of Customer Trust (X2) variable is $0.0522 > 0.05$, so H_0 is accepted, meaning that Customer Trust (X2) has no significant effect on Customer Purchase Intention (Y), thus H_a is rejected. This is also supported by previous research conducted by Juliana et al (2020). The results showed that all hypotheses were not rejected. The research implication focuses on the real function of the research results to provide additional references in determining the role of customer satisfaction as a mediator of trust and ease of use with purchase intention on the Tokopedia website.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis and discussion using multiple linear regression and classical assumption test, it is concluded that the results of hypothesis testing are:

1. Viral Marketing and Customer Trust had a significant effect on Customer Purchase Intention.
2. Viral Marketing has a significant effect Customer Purchase Intention.
3. Customer Trust has no significant effect on Customer Purchase Intention

Recommendation

Based on the results of the discussion in this study, the authors provide suggestions as input:

1. For Xiaomi Smartphone to maintain and improve the quality of brand again so that it will make its consumers more loyal to the brand also satisfied.
2. Increasing customer buying interest with a viral marketing strategy is a good step to use. Especially nowadays, social media is something that is commonly used by the community so that it can make it easier for companies to market their products even during a pandemic situation.
3. Future research will be carried out in order to expand the research by adding other factors that may affect Viral Marketing And Customer Trust also Customer Purchase Intention that have not been studied in this study so that the research results can better describe the actual conditions over the long term.

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