

THE INFLUENCE OF VIRAL MARKETING DIMENSIONS AND PERCEIVED PRODUCT VALUE ON CUSTOMER SATISFACTION IN BURGER KING MANADO*PENGARUH DIMENSI MARKETING VIRAL DAN PENILAIAN NILAI BARANG TERHADAP KEPUASAN PELANGGAN DI BURGER KING MANADO*

By:

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Abstract: This study aims to identify if information spreading, economic incentives and perceived product value influence the customer satisfaction simultaneously. Identify if information spreading influence the customer satisfaction, if economic incentives influence the customer satisfaction, if perceived product value influence the customer satisfaction. to determine the effect of Viral Marketing Dimensions and Goods Value Assessment on Customer Satisfaction at Burger King Manado This study uses quantitative methods. To achieve this goal, the researchers distributed questionnaires and the sample used was 100 respondents. The data or results from this study were obtained directly from a questionnaire distributed to 100 respondents, in this case the customers of Burger King. The Influence of variable Information Spreading (X1) on variable Customer Satisfaction (Y).The results showed that information spreading as part of viral marketing dimension has positive impact toward purchase intention.Information Spreading as part of Viral Marketing Dimensions partially, brand Association as part of Viral Marketing Dimensions partially, Perceived Product Value partially, also Viral Marketing Dimensions (Information Spreading and Brand Association) and Peceived Product Value simultaneously have effect on customer satisfaction on Burger King Manado.

Keywords: viral marketing, perceived product value, customer satisfaction.

Abstrak: Studi ini bertujuan untuk mengidentifikasi penyebaran informasi, insentif ekonomi dan persepsi produk nilai berpengaruh terhadap kepuasan pelanggan secara simultan. Identifikasi apakah penyebaran informasi mempengaruhi kepuasan pelanggan, jika insentif ekonomi mempengaruhi kepuasan pelanggan, jika produk yang dirasakan nilai mempengaruhi kepuasan pelanggan. untuk mengetahui pengaruh Dimensi Viral Marketing dan Penilaian Goods Value terhadap Kepuasan Pelanggan Burger King Manado Penelitian ini menggunakan metode kuantitatif metode. Untuk mencapai tujuan tersebut peneliti menyebarkan kuesioner dan sampel yang digunakan adalah 100 orang responden. Data atau hasil dari penelitian ini diperoleh langsung dari kuesioner yang dibagikan kepada 100 responden dalam hal ini pelanggan Burger King. Pengaruh Variabel Informasi Penyebaran Informasi (X1) terhadap variabel Kepuasan Pelanggan (Y). Hasil penelitian menunjukkan bahwa penyebaran informasi sebagai viralmarketing berpengaruh positif terhadap niat beli. Penyebaran Informasi sebagai DimensiViral Marketing secara parsial, Brand Association sebagai bagian dari Viral Marketing Dimensi PerceivedProduct Value sebagian, juga Dimensi Viral Marketing (Penyebaran Informasi dan Brand Association) dan Peceived Product Value secara simultan berpengaruh terhadap kepuasan pelanggan di Burger King Manado.

Kata Kunci: marketing viral, penilaian nilai barang, kepuasan pelanggan.

INTRODUCTION

Research Background

The idea of service system in the current status quo already got many improvements from the pasts; service system which also included by serving product to customers have evolve in such a way. Service given from the business toward customers nowadays keep on improving in order to preserve 2 major ideas that are very

important for the business; these 2 ideas are crucial in current situation of services and products. The first one is regarding the image of the business; all businesses nowadays will eventually strive to give the best service toward the customers in order to maintain the current image. Some businesses also improve their service quality in order to improve their current image toward the society; this need to be done in order for the business to survive within the competitions with other and also to maintain the current sets of customers. Not only to maintain their current holdings regarding the customers, image of the company can be pivotal in order to attract new sets of customers and thus improving the number of profits for the company. The second one is regarding the customer's satisfaction; which is one of the most important aspect that need to be took into account these days. Satisfying the customers will give many benefits for the business such as gaining trust from customer, the potential of repurchase from customers that also increase, and also the word of mouth regarding how good the services that the business offered.

There are several aspects that need to be considered by the business in order to achieve customer satisfaction; 2 of the aspect that can be looked upon is regarding viral marketing and also perceived value of a certain product. Viral marketing or viral advertising is a business strategy that uses existing social networks to promote a product mainly on various social media platforms. Its name refers to how consumers spread information about a product with other people, much in the same way that a virus spreads from one person to another. It can be delivered by word of mouth, or enhanced by the network effects of the Internet and mobile networks (Howard, 2005). Viral marketing nowadays is one of the best ways for a business to promote their product and also reach customer satisfaction, the idea of viral marketing that keeps on increasing can be seen by the advancement of technology. Moreover, the advancement of technology also means the advancement of social media platforms as a whole. Viral marketing can be done by anyone which also include big or small companies, the main idea of viral marketing is to get the biggest exposure it can get by utilizing social media platforms.

The second aspect that is also important in order to maintain customer satisfaction is about perceived product value; it is basically the idea or image of certain product by the customers. In marketing terminology, perceived value is the customers' evaluation of the merits of a product or service, and its ability to meet their needs and expectations, especially in comparison with its peers. Marketing professionals try to influence consumers' perceived value of a product by describing the attributes that make it superior to the competition. Perceived value comes down to the price the public is willing to pay for a good or service (Doyle, 2000). These 2 aspects eventually play part toward the customers satisfaction; one of the most important aspect that need to be done by every company nowadays. The term of "customer is always right" become synonymous with every business because in the end the customers can determine the existence of a business; when business failed to attract customers meaning that the business is one step closer toward bankruptcy.

Burger King is an American multinational chain of hamburger fast food restaurants. Now Burger King had 17,796 outlets in 100 countries. In Indonesia there are many outlets of Burger King and now one of the outlets open in Manado. Burger King Outlet in Manado is still entering an introduction phase because it only opens in 2021, not even a year has gone for the current outlet. Even though the restaurant only open for several months, many customers always come to purchase the product which shows the quality and the exposure of the brand that highly regarded as one of the best right now. With the standard already implement by the headquarter of the company, it can be concluded that the services and products of the restaurant need to achieve a certain standard given by the upper management. The main problem within this paper is regarding the customer satisfaction that can influenced by viral marketing and also perceived value, in this particular case the fast-food industry which already considered as one of the busiest industries from them all. The problem regarding customer satisfaction is about the shifts that happen in rapid pace, customer can feel satisfied on one day but can feel the other way around on the other unless the expectations are met by the business. For the case of Burger King, the customer satisfaction act as a main goal that need to be achieved especially as a fast food restaurant. Fast food restaurant are famous for serving food that do not need a long time to wait and universally enjoyed by the masses, therefore Burger King the need to meet these expectations by customers in order to gain more profits and obtain more customers as well. Therefore, this research will be conducted with the title of The Influence of Viral Marketing Dimensions and Perceived Product Value on Customer Satisfaction in Burger King Manado.

Research Objectives

1. To identify if information spreading, economic incentives and perceived product value influence the customer satisfaction simultaneously.
2. To identify if information spreading influence the customer satisfaction.
3. To identify if economic incentives influence the customer satisfaction.

4. To identify if perceived product value influence the customer satisfaction.

THEORETICAL FRAMEWORK

Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. It is one of the primary components of business management and commerce.

Viral Marketing

Viral marketing or viral advertising is a business strategy that uses existing social networks to promote a product mainly on various social media platforms. According to Jariah et al (2018) and Muala (2018), viral marketing dimensions can be separated into 2 main dimensions which are Information Spreading and Brand Association.

Perceived Product Value

In marketing terminology, perceived value is the customers' evaluation of the merits of a product or service, and its ability to meet their needs and expectations, especially in comparison with its peers. According to Konuk (2019), perceived product value can be measured in several indicators which are: Functional: mainly talk about what the products or service does, it's the solution or an offer provides to the customer which can only be given by a specific products or service; Monetary Value: it is about the price paid is relative to an offerings perceived worth. This value invites a trade-off between other values and monetary costs; and Psychological: the extent to which a product allows consumers to express themselves or feel better. It is solely focus on how the service or product can impacted the customer in a psychological way such as happiness, sadness, etc compare to the actual function of the service or product provided.

Customer Satisfaction

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation.

Previous Research

Hadiansah (2017) examined the factors that influence customer satisfaction in Jababeka Golf & Country Club. It is important to find out the factors that influence consumer Satisfaction. In this study, the researcher used questionnaires with Likert scales and 452 samples as quantitative method and statistical software v16.0 to analyze the collected data. The research set up 3 independent variables that might influence consumer Satisfaction toward Jababeka Golf & Country Club. From the outcome of research, the researcher found out among the three variables that are functional value, emotional value, and social value. Functional value, emotional value, and social value has significant influence consumer Satisfaction toward Jababeka Golf & Country Club. Functional value is the dominant factor that has the deepest impact toward Jababeka Golf & Country Club

Susanti et al. (2019) identified which factor has a stronger influence on customer satisfaction: perceived value or brand association. By understanding the influencer, the seller understands what policies and implications should be addressed to maintain and even enhance customer loyalty. This empirical study uses a quantitative method and employs a PLS program to ensure a correlation between the constructs. The study concludes that brand association is a crucial determinant factor in customer satisfaction. Brand associations influence satisfaction relatively more than perceived value does. From the customer perspective, brand associations are affected more by salesman personality than brand image

Cuong (2020) empirical studied the impact of brand credibility and perceived value on customer satisfaction and purchase intention at the fashion market. We gathered research data from 285 customers at fashion shops in Vietnam and using the PLS-SEM (partial least squares structural equation modeling) with Smart PLS software to analyze the data. The findings showed that brand credibility had a relatively substantial positive effect on customer satisfaction, purchase intention, and perceived value.

Conceptual Framework

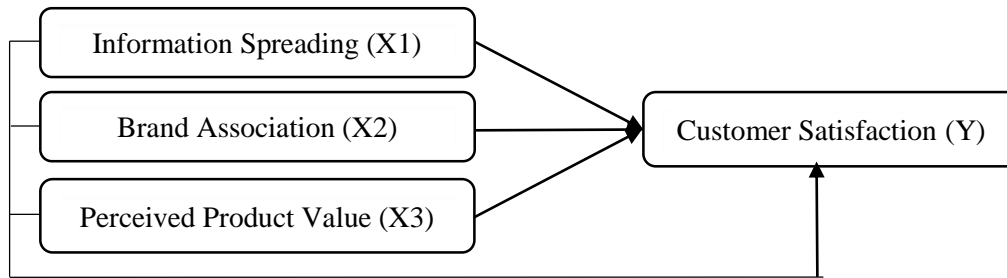


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Hypothesis

- H₁: Information Spreading, Economic Incentives and Perceived Product Value influence the customer satisfactionsimultaneously
 H₂: Information Spreading influence the customer satisfaction
 H₃: Economic Incentives influence the customer satisfaction
 H₄: Perceived Product Value influence the customer satisfaction

RESEARCH METHOD

Research Approach

This research is using a quantitative approach. According to Babbie (2010), quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

Population, Sample Size and Sampling Technique

Population is the entire subject of research. OECD in 1984 stated that the population or universe represents the entire group of units which is the focus of the study.

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables

1. Information Spreading(X_1) is the idea of spreading information through media in order to gain exposure and eventually attracts number of customers.
2. Brand Association (X_2) is the idea of how certain brand can be relatable to set of customers, which eventually will give sense of belonging and satisfaction from the customers toward certain brand.
3. Perceived Product Value (X_3) is Customer's own perception of a product or service's merit or desirability.
4. Customer satisfaction (Y) is the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

Validity Test and Reliability Test

Validity test use to see the validity of the questions, whether the questions within the questionnaire are valid and in-line with the research. Reliability Test refers to the degree to which a test is consistent and stable in measuring what it is intended to measure, Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009).

Multiple Linear Regression

Uyanik and Guler (2013) stated that regression models with one dependent variable and more than one independent variable are called multi-linear regression. Multiple regressions are used to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Description:

Y = Customer Satisfaction

X₁ = Information Spreading

X₂ = Brand Association

X₃ = Perceived Product Value

A = Constant

$\beta_1, \beta_2, \beta_3$ = The regression coefficient of each variable

ε = Error

RESULT AND DISCUSSION

Result

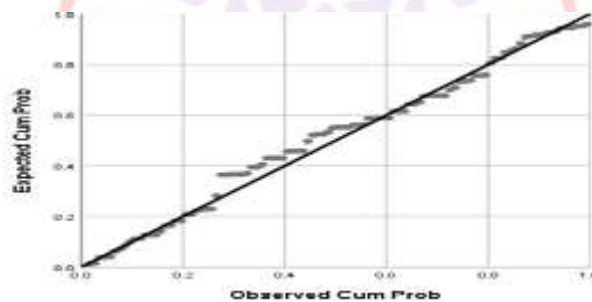
Validity Test

Each items have r value greater than r table which is 0.195 (df = 100 - 2 with sig = 5%). It can be stated that the items of the variables which are information spreading (X₁), brand associaton (X₂), percieved product value (X₃) and customer satisfaction (Y) are valid. The Cronbach's Alpha value of the variables which are information spreading (X₁), brand association (X₂), percieved product value (X₃) and customer satisfaction (Y) are greater than 0.6. The result can be declared adequate or reliable.

Testing of Classical Assumptions

Normality Test

The normality test is used to find out whether the data is normally distributed or not. In this research, normality test using visual testing can also be done using the drawing method normal Probability Plots in the SPSS program where if the points or data are adjacent to the diagonal line it can be said that the data is normally distributed.



P-Plot Graph of Normality Test

Source: SPSS Output (2022)

From the figure above it can be seen that the points or data are adjacent to the diagonal line and it can be stated that the data are normally distributed.

Multicollinearity Test

Multicollinearity test is used to test whether there is a correlation between the independent variables in the regression model. Tests in this study were carried out by looking at the VIF (Variance Inflation Factor) and Tolerance values where if the VIF value is below 10,00 and the Tolerance value is more than 0,10, it can be said that the regression model has no multicollinearity problem.

Table 1. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Information Spreading	.946	1.057
Brand Association	.946	1.057
Percieved Product Value	.946	1.057

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output (2022)

From table 1, it can be seen that the tolerance value of the two independent variables is more than 0,10 and the VIF value of the two independent variables are below 10,00. The result means it can be stated that the regression model does not have a multicollinearity problem.

Heteroscedacity Test

The heteroscedasticity test is carried out to find out whether a regression model has symptoms of heteroscedasticity or not because a good regression model for research is one that is free from heteroscedasticity problems. In this research the scatterplots used for this test, if the dots are spreading above and below the number zero (0) in the Y axis then there is no heteroscedasticity problems.

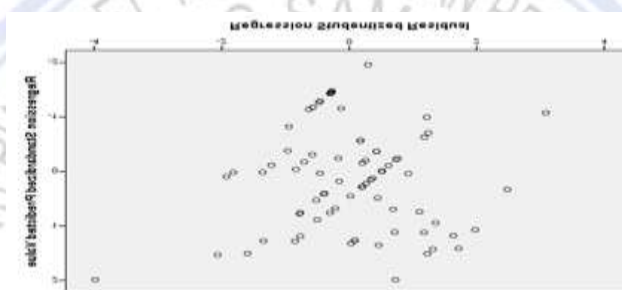


Figure 2. Heteroscedacity Test

Source: SPSS Output (2022)

Figure 2 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Multiple Linear Regression Analysis

Multiple linear regression is used to know how the effect of two or more independent variables on the dependent variable which can be done using the SPSS application which will provide results as can be seen below:

Table 2. Multiple Linear Regression Analysis

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	8.880	1.452	
Information Spreading	.208	.072	.257
Brand Association	.295	.067	.394
Percieved Product Value	.252	.062	.335

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output (2022)

Based on data analysis using SPSS, the results of the regression equation are as follows:

$$Y = 8.880 + 0.208 X_1 + 0.295 X_2 + 0.252 X_3 + e$$

The regression equation above shows the relationship between the dependent variable and the independent variable partially, from this equation it can be concluded that:

1. The constant value is 8,880 which is positive, meaning that if there is no change in the variable information spreading, brand association and perceived product value (the values of X_1, X_2 and X_3 are 0) then the customer satisfaction is 8,880.
2. If the regression coefficient value for information spreading is 0.208 and it is positive, it means that if variable information spreading (X_1) changes with the assumption that if the variables brand association and perceived product value (X_2 and X_3) are constant, the customer satisfaction increases by 0.208.
3. If the regression coefficient value for brand association is 0.295 and it is positive, it means that if variable brand association (X_1) changes with the assumption that if the variables information spreading and perceived product value (X_1 and X_3) are constant, the customer satisfaction increases by 0.295.
4. If the regression coefficient value for perceived product value is 0.252 and it is positive, it means that if variable perceived product value (X_1) changes with the assumption that if the variables information spreading and brand association value (X_1 and X_2) are constant, the customer satisfaction increases by 0.252.

Hypothesis Testing

T-Test

T-test or partial test is carried out to test how the influence of each independent variable individually or partially on the dependent variable can be done using the SPSS application and can produce.

Table 3. T-Test

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
1 (Constant)	8.880	1.452		6.116	.000
Information Spreading	.208	.072	.257	2.876	.005
Brand Association	.295	.067	.394	4.408	.000
Perceived Product Value	.252	.062	.335	3.252	.002

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output (2022)

Based on the table above by observing rows and columns t and sig, it can be explained as follows:

- 1) The Influence of variable Information Spreading (X_1) on variable Customer Satisfaction (Y) (Hypothesis 2/ H_2)
The variable information spreading (X_1) has a positive effect on customer satisfaction. It can be seen from the t-value with confidence level 95%, namely $t(\alpha / 2; nk-1) = (0.05 / 2; 100-2-1) = (0.025; 97) = 1.984$. The t-value is 1.984, so it can be seen that t-count is greater than t-value ($2.876 > 1.984$). Because T-count > F-table as confidence level of 95% ($\alpha = 0.05$), it means that the independent variable has a significant effect on the dependent variable partially. Meaning that null hypothesis H_0 is rejected and the alternative hypothesis is accepted, to conclude it means that Hypothesis 2 (H_2) made within this research is accepted.
- 2) The Influence of variable Brand Association (X_2) on variable Customer Satisfaction (Y) (Hypothesis 3/ H_3)
The variable Brand Association (X_2) has a positive effect on Customer Satisfaction. It can be seen from the t-value with confidence level 95%, namely $t(\alpha / 2; nk-1) = (0.05 / 2; 100-2-1) = (0.025; 97) = 1.984$. The t-value is 1.984, so it can be seen that t-count is greater than t-value ($4.408 > 1.984$). Because T-count > F-table as confidence level of 95% ($\alpha = 0.05$), it means that the independent variable has a significant effect on the dependent variable partially.
- 3) The Influence of variable Perceived Product Value (X_3) on variable Customer Satisfaction (Y) (Hypothesis 4/ H_4).
The variable Perceived Product Value (X_3) has a positive effect on Customer Satisfaction. It can be seen from the t-value with confidence level 95%, namely $t(\alpha / 2; nk-1) = (0.05 / 2; 100-2-1) = (0.025; 97) = 1.984$. The t-value is 1.984, so it can be seen that t-count is greater than t-value ($3.252 > 1.984$). Because T-count > F-table as confidence level of 95% ($\alpha = 0.05$), it means that the independent variable has a significant effect on the dependent variable partially.

F-Test

The F-test is carried out to see how the influence of all free variables together on the dependent variable can be done using the SPSS application and can provide results.

Table 4. F-Test

		ANOVA ^a				
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	55.234	2	27.617	17.755	.000 ^b
	Residual	150.876	97	1.555		
	Total	206.110	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Information Spreading, Brand Association, Perceived Product Value

Source: SPSS Output (2022)

From the table above it can be seen that the value of the F count is 17.755 with the F table value of 3.09 so that the F value is calculated $> F$ table or $37.214 > 3.09$ and the significant level is $0,000 < 0,05$, it can be stated that the variable information spreading (X_1), brand association (X_2) and perceived product value (X_3) simultaneously have a positive and significant effect on customer satisfaction (Y).

Discussion

The Influence of Information Spreading as part of Viral Marketing Dimension on Customer Satisfaction

The results showed that information spreading as part of viral marketing dimension has positive impact toward purchase intention. This can be interpreted, information spreading has important role in increasing customer satisfaction in Burger King. Information regarding certain products is the first thing that will be received by the customers, meaning that the quality of information is a must in order to satisfied the customer. This is also supported by previous research conducted by Ahmad and Lasi (2020), which stated that there is a correlation of information spreading with the main perception of customers. This perceptions in the end will significantly impacted the customer satisfaction, the idea also include in customer satisfaction within restaurant. This result also in accordance with the results of previous research conducted by Sawaftah (2020) which confirmed a positive relationship between information spreading and customer satisfaction, information spreading can magnified the interest of customers related with certain products. Therefore, when the information is delivered in correct manner customer will be satisfied with the amount of information given. Information spreading in this research can be measured by 3 indicators which are flexibility, easiness of obtaining info and credibility. When an information can be digest by the customer in a general way and easy to understand, it will created a sense of comfort for those who received the information. The same goes with obtaining information, customers nowadays want to get information in a fast manner and correctly as well. Therefore, when the information can be deliver in a quick pace customer will be able to understand more regarding the product before purchasing it. Lastly regarding credibility within information, it is crucial to have a credible information because it can act as a standard in the future. By looking at the indicators and explanations, it can be concluded that information spreading is crucial and can affected the customer satisfaction. Right now customers rely heavily on information before purchasing goods, if customers do not have enough information customers will tend to buy other goods that have more credible information. For example, in terms of decision process customer will need to consider many aspects of products. Aspects such as the visual, usage and output given by the product are some of the aspects that will be considered. Therefore, the existence of information need to be there at the very first place. Information is the first step for customers to know more about a certain products, when there is lack of information the tendency of customers in buying the products will decrease. The opposite will happen when customer have suffecient information, the customers will have tendency to purchase the products and even do re-purchase in the future. The same case happen to Burger King in Manado, with a good method of information spreading customers will be more satisfied with the restaurant and brand as a whole. As one of the biggest fast food chain in the world, the information regarding the company need to be spreaded as soon as possible and as credible as possible. The research shows that Burger King in Manado able to show good quality of information and spread it in a wide scale, therefore there is a link between information spreading and customer satisfaction.

The Influence of Brand Association as part of Viral Marketing Dimension on Customer Satisfaction

The results showed that brand association as part of viral marketing dimension has positive impact toward purchase intention. This can be interpreted, brand association has important role in increasing customer satisfaction in Burger King. Brand association mostly related with the sense of belonging and relateable from customers with a cetain brand, nowadays customers tend to choose brand that can bring sense of comfort and can feel related with it as well. Examples of many people that tend to purchase products from a certain brand time to

time proves how brand association can be connected with customer satisfaction. This result also in accordance with the results of previous research conducted by Susanti et al. (2019) that that brand association is a crucial determinant factor in customer satisfaction. Sense of familiarity and belonging with certain brand can only be achieved by having a sense of satisfaction, in which it implied with the customer satisfaction concept. Other research done by Sawaftah (2020) also confirmed a positive relationship between brand associaton and customer satisfaction, it stated that a sense of engagement between brand and customer can be created. Therefore, when the brand can represent the value of certain customers it means that the customer feels satisfied with the brand and products given. Brand association in this research can be measured by 3 indicators which are attributes, benefit and relatability. The attributes of brand can be crucial such as logo, exposure with the public and more. When the attributes such as logo got attached with a certain customer's preference, it will create sense of satisfaction. The benefit given by the brand can also be sense of belonging, for example a brand that push the idea of fast service and green products can attract set of customers that also prefer the same idea from the brand. Lastly regarding relatability, a customer will have sense of relateable with brand that satisfied them the most. For example, a brand that push the idea of eco-friendly product will most likely satisfied the customers that uphold the same value and principles. By looking at the explanation it can be seen that brand association is closely related with customer satisfaction, especially in term of relatability and sense of belonging. This is also happen with Burger King in Manado, the ideology of the brand can very well be the main attraction for the customers. The idea of fast food from the western country that use premium ingredients is one of the main reason why customers feel satisfied with the restaurant. This type of brand usually act as the type of exposure that the company want to do in the long run, there are examples of fast food chain that represent eco-friendly practices and also vegetarian products to attract specific set of customers. Burger King right now promote the idea of having premium quality products with affordable prices, it can be seen through the ads by the restaurant that heavily promote the US beef and also Australian imported meat. This type of brand will eventually associated with customers that want to have the experience of tasting premium products with cheaper prices, in the end customers will be attracted with the type of notion given by the company. The current research right now shows that there is a correlation between brand association with customer satisfaction, meaning that Burger King as a brand manage to have a certain value that related with the set of customers in Manado.

The Influence of Perceived Product Value on Customer Satisfaction

The results showed that percieved product value has positive impact toward purchase intention. This can be interpreted, percieved product value has connection with the customer satisfaction in Burger King. Percieved product value is a way of customers to percieved certain product, whether or not the product can meet the expectation of the customers or not. When people try to purchase certain item, customers will tend to look a the value from the product. If the value feels worth it by the customers, the customers will proceed to buy it. If the value is not accordance with the customers' need, then the customers will eventually try to find the substitute. This result also in accordance with the results of previous research conducted by Cuong (2020) which stated that perceived value had a positive influence on customer satisfaction. When customers percieved a product in a good manner, it means that the customers feel satisfied with the product and will have tendency to purchase it again in the future. Other research done by Hadiansah (2020) also confirmed a positive relationship between percieved product value and customer satisfaction, it stated that aspects such as functional, emotional and social as part of pecieved product value can be a dominant factor in determining the customer satisfaction in the future. Perceived product value in this research can be measured by 3 indicators which are functional, monetary value and psychological. The function of a certain product is crucial, a product will have different function with one and another. Therefore customers will eventually compare different brands that have the same function before deciding to buy the product, functional aspect also have connection with monetary value. Customers tend to buy product that accordance with the budget that already been prepared, when a product have the same monetary value as expected by the customers it will made the customers satisfied. Functional and monetary value are connected with each other because of customer's expectation, for example the products that have high price will be percieved as products that have high function. Lastly regarding psychological, it is more about the impression given by the product. Customers will percieved product as a good product when it met the criteria hold by the customers, in the end it will related with the customer's satisfaction. The same happen with Burger King, customers have their own point of view regarding the restaurant. However, if the restaurant able to make a good image of the brand then customers will have a good percieved value regarding the brand. The current research regarding percieved product value shows there is a link between it and also with customer satisfaction. The analogy regarding this correlation is regarding how the customer see a certain product and try to interpret the usage and value of the

products in the end. For example in term of fast food chain, Burger King already perceived by customers as one of the biggest fast food chain in the world. Meaning that there is high expectation by the customers before purchasing the products offered by the company, western product often portrayed as a high-tier products by many people including people in Manado. The same goes with Burger King located in Manado, the customers already perceived it as high end products and eventually have high expectation for the company. In the end, the explanations shows how the correlation of perceived value product and customer satisfaction now. If the customer perceived it as good quality product, then the level of satisfaction will rise along with the expectation of the customer.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussion that has been explained, it can be concluded that:

1. The results of this study have shown that Information Spreading as part of Viral Marketing Dimensions partially has an effect on customer satisfaction.
2. The results of this study have shown that Brand Association as part of Viral Marketing Dimensions partially has an effect on customer satisfaction.
3. The results of this study have shown that Perceived Product Value partially has an effect on customer satisfaction. It can be said that Perceived Product Value has an important role in influencing the Customer Satisfaction of Burger King Manado.
4. The results of this study have also Viral Marketing Dimensions (Information Spreading and Brand Association) and Perceived Product Value simultaneously have effect on customer satisfaction on Burger King Manado.

Recommendation

Based on the conclusions obtained in this study, suggestions made as a complement to the research results that can be given are as follows:

1. To enhance the customer satisfaction with the implementation of viral marketing dimensions and also perceived product value, the company can utilize social media to promote the business and also creating unique ads to increase the interest of customers. The company can create an eye-catching ads that cater not only one set of customers but in a general way, the usage of moving graphic and also other aspects of technology can be integrated within the advertisement. In the end, the company need to heavily integrate their main ads with current sets of technology and also follow the current trends of customers.
2. Further researchers can develop this research or reference it by using other methods of examining the effect of viral marketing dimensions and perceived product value toward customer satisfaction, either through in-depth interviews with respondents or through questionnaires, so that the information can be more varied. Also, further researchers can develop this research by using factors that influence purchase intention, such as digital marketing, perceived risk, sponsorship, etc.

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