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The Influence Of Viral Marketing On Instagram Application Users' Purchase Intention @Kopikenangan.Id

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Abstract

This study aims to examine the influence of viral marketing on the purchase intention of Instagram application users @Kopikenangan.id. The research method used is Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. Quantitative data were collected through questionnaires completed by 300 respondents and analyzed using SmartPLS software. The results of the structural model analysis show that the quantity and credibility of information conveyed through viral marketing have a positive and significant impact on the usefulness of information. Furthermore, the usefulness of this information also positively and significantly affects the ease of information, which ultimately enhances consumer purchase intention. All hypotheses tested in this study were accepted, with T-statistic values > 1.96 and P-values < 0.05, indicating strong statistical support for the proposed model. This study provides valuable insights into how elements of viral marketing can influence consumer purchasing decisions. These findings can be utilized by marketing teams to design more effective communication strategies on social media, thereby increasing consumer engagement and purchase intention toward the offered products. By understanding these dynamics, companies can optimize viral marketing campaigns to achieve better results in terms of sales and consumer loyalty.

Keywords: Social media, Information adoption model, Viral marketing, Purchase intention, Information quantity, Information credibility, Information quality, Information usefulness, Information ease, Application users, Instagram

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Introduction

This research focuses on Kopi Kenangan, a grab-and-go coffee shop that has gained popularity by leveraging online sales and social media for marketing. Since its establishment in 2017, Kopi Kenangan has opened 80 outlets in 8 cities (Eka, 2019), using viral marketing strategies similar to its competitor, Kopi Janji Jiwa, which was founded in 2018. However, despite entering the market earlier and implementing similar viral marketing and brand awareness strategies, Kopi Kenangan has been outperformed by Kopi Janji Jiwa, which receives more orders (23.6% compared to 14.2%) and has more Instagram followers (578,000 compared to 557,000) (Cahya, 2019). This raises questions about the effectiveness of Kopi Kenangan's branding and marketing strategies, especially given the dominance of Instagram and Facebook as the most popular social media platforms in Indonesia. Viral marketing has become a widely used marketing strategy on social media today (Akyol, 2013), allowing companies to spread information rapidly and influence consumer behavior. This aligns with previous findings that viral marketing is an efficient and effective tool to stimulate purchasing decisions, as it enables fast and broad dissemination of information (Ellison & Boyd, 2013).

This study examines Kopi Kenangan's Instagram marketing strategy using primary data collected through an online questionnaire. The purposive sampling method was applied, targeting 300 Instagram followers of Kopi Kenangan aged 17 and above. The research employs path analysis to determine both direct and indirect effects of viral marketing. While social media marketing has proven effective, there is still potential to expand reach and enhance engagement. One recommendation is integrating Kopi Kenangan into Instagram Ads to target a broader audience. Additionally, hiring social media experts could refine Kopi Kenangan's Instagram presence, creating a more structured and professional account to attract and interact with a wider audience. As consumer behavior increasingly revolves around lifestyle choices rather than necessity, businesses must align their marketing efforts with consumer psychology (Henz, 2018). Urban consumers, in particular, tend to purchase not based on need but on symbolic values that influence their decisions (Ritzel, 2003:139). Thus, a well-executed viral marketing strategy can reinforce brand positioning and consumer engagement.

Despite its valuable insights, this research has limitations, as it focuses on the mobile application market in Iran. Future studies should explore viral marketing across different industries and countries to gain a more comprehensive understanding of its impact and consequences (Hinz et al., 2011). Compared to social networks, similar studies could be conducted on different online communication channels such as

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Instagram. Moreover, expanding the conceptual model by considering additional factors affecting purchase intention, such as subjective norms and perceived behavioral control, could provide deeper insights (Kotler & Armstrong, 2016). Future research should also examine the role of mobile app features in shaping purchase intentions. The findings suggest that viral marketing strategies should be developed with high-quality arguments, supported by highly credible sources, and a substantial amount of information on social media (Barichello & Oliveira, 2010). As one of the earliest studies investigating the impact of social network virality on purchase intention in the context of mobile applications, this research highlights the need for further exploration to fully understand its implications.

THEORETICAL FRAMEWORK

Information Adoption Model (IAM)

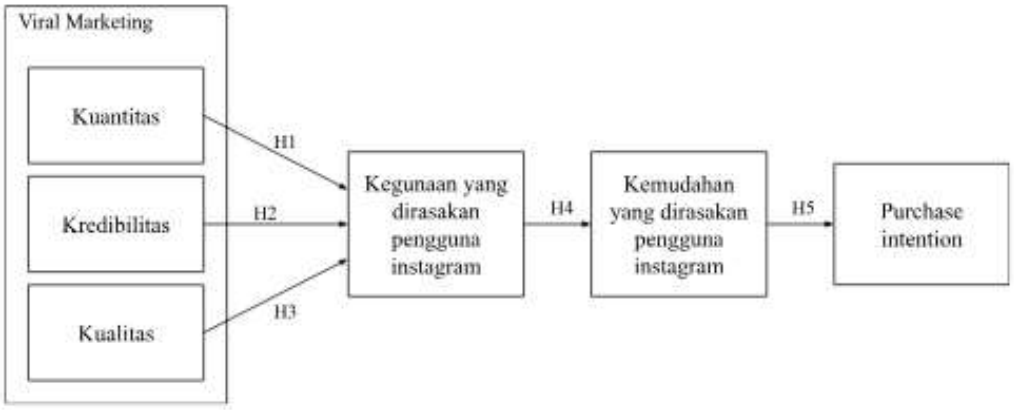
The Information Adoption Model (IAM) highlights the process individuals undergo when deciding to accept or use information, differing from sustained usage behavior (Sussman & Siegal, 2003). Initially developed by Davis (1985, 1989) and combined with the Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986), IAM emphasizes the relationship between the internal validity of informational influence literature and the external validity of a given message. According to IAM, two key factors determine the usefulness of information: argument quality and source credibility (Gunawan & Huarng, 2015). Argument quality refers to the strength of communication within informational messages, while source credibility indicates the trustworthiness, accuracy, and reliability of the source (Petty & Cacioppo, 1986; Hur, 2017). Additionally, studies by Park and Lee (2008) and Luo (2014) suggest that information quantity is another crucial characteristic of online information. However, few studies have examined these three characteristics simultaneously (Matute, 2016). The internet enables users to access vast amounts of information quickly, and research by Dewasa et al. (2016) found that the quantity of electronic Word of Mouth (eWOM) influences perceptions of information usefulness. Park and Lee (2008) further stated that websites providing abundant information enhance the perceived objectivity of products. Several studies have validated IAM, such as Shu and Scott (2014), who found that argument quality and source credibility influence social media users when selecting university destinations abroad. Similarly, Coursaris and Van Osch (2016) found that in YouTube videos, source credibility affects information quality and usefulness, while Erkan and Evans (2016) determined that both quality and credibility predict information usefulness on social media. Gunawan and Huarng (2015) confirmed that in SNM sites, source credibility and argument quality impact attitudes toward

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information usefulness and influence purchase intentions. Additionally, argument quality affects users' perceptions as they process information and assess its credibility.

In the context of viral marketing, IAM is highly relevant as viral marketing often involves the rapid and widespread dissemination of information through electronic media. The quality of arguments in viral content and the credibility of its sources are crucial in determining how effectively the information is adopted by audiences. Information quantity also plays a significant role in shaping consumer perceptions and decisions. Lin and Lu (2000) stated that information system (IS) quality influences perceived ease of use and usefulness, while Lee and Xia (2011) found that argument quality positively affects perceptions of new technology adoption, particularly when users lack prior training. In viral marketing campaigns, IAM helps explain how these factors interact to drive consumer engagement and decision-making. By understanding IAM, marketers can refine their strategies to enhance the effectiveness of viral marketing, ensuring that messages resonate with audiences and encourage higher adoption rates.

Conceptual Model and Hypotheses



Quantity of Information

Quantity of information refers to the amount of information available about a product or service. In the context of viral marketing, the more information that is available and distributed, the more likely consumers are to be satisfied with the information they receive. This is due to the increased accessibility and availability of information that helps consumers make more informed decisions. In the context of the Instagram account @Kopikenangan.id, the quantity of information can be realized through regular posts that

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are diverse and cover various aspects of the product. For example, they can provide content that not only focuses on the latest product offerings, but also information related to the coffee making process, the origin of raw materials, promotions, customer testimonials, and product benefits. By providing a variety of information continuously, the Kopi Kenangan Instagram account not only enriches the user experience but also strengthens the brand image that is informative and transparent. Consumers who have access to a lot of information about Kopi Kenangan products, both in terms of quality, price, and reviews from other users, will feel more confident in deciding to buy the product. This is in line with research findings that the more information is available, the more useful the information is in helping consumers make more informed purchasing decisions. A high quantity of information on an Instagram account can also trigger more interactions, increasing the chances of the content going viral and influencing more potential consumers.

H1. The quantity of information on social media can positively predict the benefits felt by Instagram application users.

Information Credibility

Information credibility refers to the extent to which consumers believe that the source of information is reliable, accurate, and trustworthy. The credibility of the source of information also plays an important role in determining the appeal of a social media account, including Instagram. In viral marketing, information that is considered credible by consumers when users consider that the account presents reliable and accurate information, they tend to be more interested and influenced by the content presented Shu and Scott (2014). In the context of the Kopi Kenangan Instagram account, the credibility of the source of information from the account is one of the main factors that influences user perceptions of the quality of the content presented. Accounts that are considered credible will be better able to build trust and increase user appeal, which in turn can influence their interaction and interest in engaging further, either in the form of following accounts, participating in campaigns, or purchasing products Coursaris and Van Osch (2016). Therefore, we propose that:

H2. The credibility of sources on social media influences the attractiveness of Kopi Kenangan's Instagram.

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Argument Quality

Argument quality refers to the strength, clarity, and relevance of the message conveyed in a communication. In the context of the Instagram account @Kopikenangan.id, argument quality is very important in influencing user perceptions of the content presented. When Kopi Kenangan conveys information about their products, such as the latest promotions, product uniqueness, or the story behind the brand, it is important that these messages are structured with strong and informative arguments. Clear and precise information, such as an explanation of the premium ingredients used, the hygienic coffee making process, or the benefits of choosing Kopi Kenangan over other brands, will increase user perceptions of the credibility of the information conveyed. High-quality information that is clear, precise, and informative will increase consumer satisfaction with the information because they feel they are getting useful and relevant information. Information conveyed with good argument quality will also affect user perceptions when they process the information and evaluate its credibility (Lee and Xia, 2011). In accordance with the IAM theory (Sussman & Siegal, 2003), good information quality will have a significant impact on information adoption, because user perceptions of the usefulness of the information will be more positive. In viral marketing, content that has high argument quality, in addition to being useful for consumers, also has more potential to be widely distributed, increase user interaction on social media, and strengthen purchasing intentions for Kopi Kenangan products. Therefore, the next hypothesis is as follows:

H3. The quality of arguments on social media has a positive effect on the ease of getting information from Kopi Kenangan Instagram.

Usefulness

Perceived usefulness is the result of users' subjective evaluation of their information experience, including positive feelings arising from the use of information that is perceived as useful, relevant, and adequate. Delone and McLean (2003) identified the perceived usefulness of information as a major factor in their information system success model, emphasizing that information usefulness is a result of good information quality. Research by Petter, DeLone, and McLean (2008) extended this model by showing that information usefulness is influenced by the quality of the system, information, and service. Xu, Benbasat, and Cenfetelli (2013) found that information usefulness has a significant impact on system use in the work environment. In the context of online shopping, Kim, Ferrin, and Rao (2008) showed that trust in e-commerce information greatly influences

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the usefulness of consumer information. In the context of the Instagram account @Kopikenangan.id, the usefulness perceived by users plays an important role in determining whether the information provided by the company really helps them in making purchasing decisions. For example, information about promotions, branch locations, or product reviews that are presented in an informative and easy-to-understand manner will be considered useful to consumers. Instagram users who feel that the content they find on the @Kopikenangan.id account is useful and relevant will be more likely to engage further, either through interactions such as likes, comments, or even making product purchases. This perceived usefulness of information creates a positive experience for users, increases their trust in the brand, and ultimately influences purchase intentions. Clear, precise, and appropriate information helps them to be more confident in making decisions, thus strengthening the relationship between consumers and Kopi Kenangan. Therefore, the hypothesis that can be concluded:

H4. The perceived usefulness of Instagram users has a positive effect on the intention to purchase Kopi Kenangan Instagram which is marketed virally.

Perceived ease of use

Perceived ease of use refers to the extent to which users feel that the information they receive is easy to access, understand, and use. Davis (1989) identified perceived ease of use as a major factor in technology adoption, which is closely related to ease of use. Lin and Lu (2000) stated that the quality of information systems, including ease of use, predicts perceived ease of use and usefulness, thereby increasing satisfaction and effectiveness of use. Gefen, Karahanna, and Straub (2003) found that high ease of use increases user trust and satisfaction with e-commerce services. In addition, Lee and Xia (2011) found that the quality of information arguments and ease of use have a positive effect on perceived ease of use of new information technology, especially when users have no prior training. In the context of the Instagram account @Kopikenangan.id, perceived ease of use is very influential in ensuring that consumers can quickly find relevant information, such as menus, promotions, or branch locations. Content presented in an attractive visual format, accompanied by simple explanations and intuitive navigation, makes users feel more comfortable and easier to understand the message conveyed. This convenience not only increases user interaction with the account, but also influences their purchasing decisions. By providing easily accessible and understandable information, Kopi Kenangan can strengthen consumer loyalty and increase purchasing intentions. Therefore, the hypothesis that can be concluded:

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H5. The ease of information felt by Instagram users has a positive effect on the intention to purchase Kopi Kenangan Instagram which is marketed virally.

METHODE

Instrument and Measures

SmartPLS 3.0 application is used to handle quantitative data that will be processed in a numeric or number scale in this study. Primary data comes from respondents in the study, while secondary data comes from other literature relevant to the study.

Data collection and sample

Population is the entire unit that is the target of the study, while the sample is a small part of the population that is taken to be studied (Prof. Dr. Slamet Sutrisno, 2007). While the sample is a small part of the population selected for analysis with the aim of making generalizations to the population (Uma Sekaran, 2003). Therefore, to describe the population as a whole, several members of the population will be measured and studied using certain techniques. This study uses the Instagram of Kopi Kenangan customers as the context, and the sample is Kopi Kenangan customers who use the Instagram application. The sampling technique used is the proportionate simple random sampling technique. According to Sugiyono (2017), the Proportional Simple Random Sampling technique is a random sampling method that pays attention to the proportion of groups or strata in the population. This proportion can be measured based on the size or number of elements in each group. The following are the criteria in this study:

a) Instagram application users.
b) Domiciled in Yogyakarta City.
c) At least know or have been a customer of Kopi Kenangan

This research will be analyzed using Structural Equation Model (SEM). The number of samples received for SEM analysis ranges from 300 respondents, which is adjusted to the number of indicators used in the questions (Hair et al., 2010, p. 636).

Structural equation modelling

Partial Least Squares (PLS) is a variant of Structural Equation Modeling (SEM) that uses formative construct-based components. SEM is a statistical method used to assess and estimate causal relationships by qualitatively integrating statistical data and causal assumptions (Hair et al., 2016). (Hair et al., 2014) describe PLS as having two main components: first, a structural model or inner model that links all constructs; second,

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a measurement model or outer model that describes the relationship between constructs and their variable indicators.

RESULT

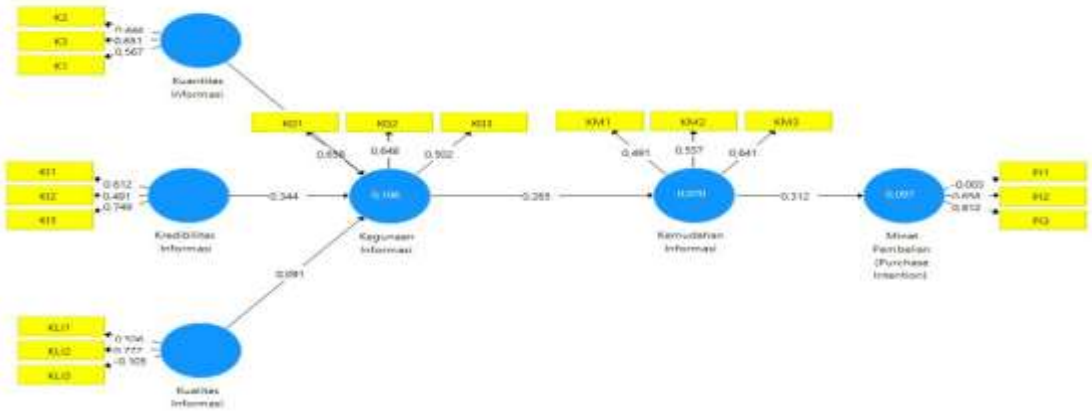


Figure 1. Structural Model

Measurement Model Testing *(Outer Model)*

This study involves measuring by testing the validity and reliability of each variable tested. These variables include information quantity (KI), information credibility (KD), information quality (KU), information usefulness (KG), information ease (KM), and purchase interest (PI). The validity and reliability testing process for all these variables was carried out using SmartPLS involving 300 respondents.

Validity Test Results

There are two types of validity tests, namely convergent validity tests and discriminant validity tests. Convergent validity tests are needed to assess whether the results of a study are convergently valid or not. Two things to consider when conducting convergent validity tests are Outer Loading and Average Variance Extracted (AVE). According to F. Hair Jr et al. (2014), the results of a study are said to be valid if the Average Variance Extracted (AVE) value reaches a minimum of 0.50. The results of the outer loading can be seen in table 1 as follows:

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Tabel 1 *Outer Loading*

	Quantity of Information	Information Credibility	Argument Quality	Usefulness	Perceived ease of use	Purchase Intention
KI1					0,567	
KI2					0,544	
KI3					0,651	
KD1	0,658					
KD2	0,648					
KD3	0,502					
KU1			0,612			
KU2			0,591			
KU3			0,749			
KG1				0,536		
KG2				0,772		
KG3				0,505		
KM1		0,521				
KM2		0,557				
KM3		0,641				
PI1						0,503
PI2						0,658
PI3						0,812

Source: Data Processing (2024)

It can be concluded from table 1 that all indicators have met the criteria above the criteria (>0.50). So based on this, it can be interpreted that all indicators have good loading factor values. Based on these results, it can be continued to the next test:

Tabel 2 *Average Variance Extracted*

	Average Variance Extracted (AVE)
Quantity of Information	0,668
Information Credibility	0,621
Argument Quality	0,692
Usefulness	0,698
Perceived ease of use	0,614
Purchase Intention	0,664

Source: Data Processing (2024)

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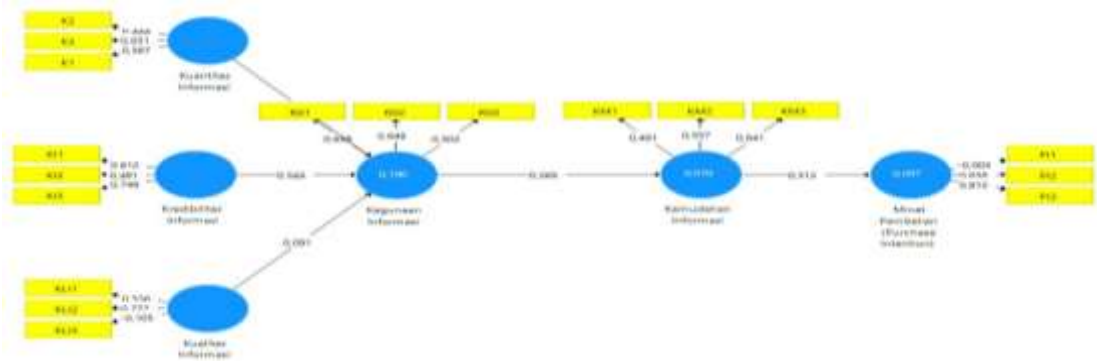


Figure 2. Outer Measurement Model

Based on table 2 Average Variance Extracted (AVE) above, almost all variables have values greater than 0.50. As for the discriminant validity test, it was carried out by analyzing the values of all variable items. So this result is good from the Average Variance Extracted (AVE) aspect. Furthermore, the following review of the results of discriminant validity can be seen in table 4.15.

Tabel 3 Discriminant Validity Results Fornell-Larcker Criterion

	Quantity of Information	Information Credibility	Argument Quality	Usefulness	Perceived ease of use	Purchase Intention
Quantity of Information	0,607					
Information Credibility	0,265	0,566				
Argument Quality	0,391	0,342	0,626			
Usefulness	0,136	0,200	0,032	0,546		
Perceived ease of use	0,278	0,257	0,248	0,193	0,560	
Purchase Intention	0,398	0,312	0,284	0,211	0,268	0,604

Source: Data Processing (2024)

In the table of discriminant validity results, the interpretation of SmartPLS results based on the Fornell-Larcker criterion involves an understanding of discriminant validity, namely the extent to which the constructs in the model differ from each other. The Fornell-Larcker criterion is used to assess discriminant validity in the Partial Least Squares (PLS)

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model. Good discriminant validity is achieved when the diagonal value, namely the square root of the Average Variance Extracted (AVE) for each construct, is greater than the correlation value with other constructs in the same column and the same row. In the given Fornell-Larcker table, the “Information Usefulness” construct has an AVE square root of 0.607. This value is greater than the correlation with other constructs, namely 0.265, 0.391, 0.136, 0.278, and 0.398, indicating that “Information Usefulness” has good discriminant validity.

Furthermore, the “Information Ease” construct has an AVE square root of 0.566. This value is also greater than the correlation with other constructs, which are 0.342, 0.200, 0.257, and 0.312. This indicates that "Ease of Information" has adequate discriminant validity. The "Information Credibility" construct shows the square root of AVE of 0.626, which is higher than the correlation with other constructs, which are 0.032, 0.248, and 0.284. Thus, "Information Credibility" also has good discriminant validity. The square root of AVE for the "Information Quality" construct is 0.546, which is greater than the correlation with other constructs, which are 0.193, and 0.211. This indicates that "Information Quality" has adequate discriminant validity.

For the construct “Quantity of Information”, the square root of AVE is 0.560. This value is greater than the correlation with other constructs, which is 0.268. This confirms that “Quantity of Information” has good discriminant validity. Overall, all constructs in this model show good discriminant validity based on the Fornell-Larcker criterion, because each construct has a larger square root of AVE value compared to the correlation with other constructs in the model.

Reliability Test Results

In the following sub-chapter, the reliability test is explained using the Composite reliability scale and Cronbach's alpha.

Tabel 3 *Cronbach’s Alpha* dan *Composite Reliability*

	Cronbach's Alpha	Composite Reliability
Quantity of Information	0,619	0,733
Information Credibility	0,602	0,713
Argument Quality	0,623	0,753
Usefulness	0,643	0,707
Perceived ease of use	0,678	0,773
Purchase Intention	0,605	0,730

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In a study, in addition to conducting convergent and discriminant validity tests, it is also necessary to conduct reliability tests that can be measured using Cronbach's alpha and composite reliability. A variable is considered reliable if it has a Cronbach's alpha and composite reliability value of more than 0.40 (Noor, 2017). In table 4.16, it is found that the Cronbach's alpha value of each variable is reliable because each variable has met the criteria. For example, the Cronbach's alpha value for the Information Usefulness variable is 0.619, and for the Ease of Information variable is 0.602.

Structural Model Testing *(Inner Model)*

This study also involves a structural model test, known as the inner model, to determine the relationship between variables. Structural model testing is done by analyzing the R-square (R^2) value for the dependent variable, as well as testing the path coefficient for the independent variable.analyzing the R-square (R^2) value for the dependent variable, as well as testing the path coefficient for the independent n

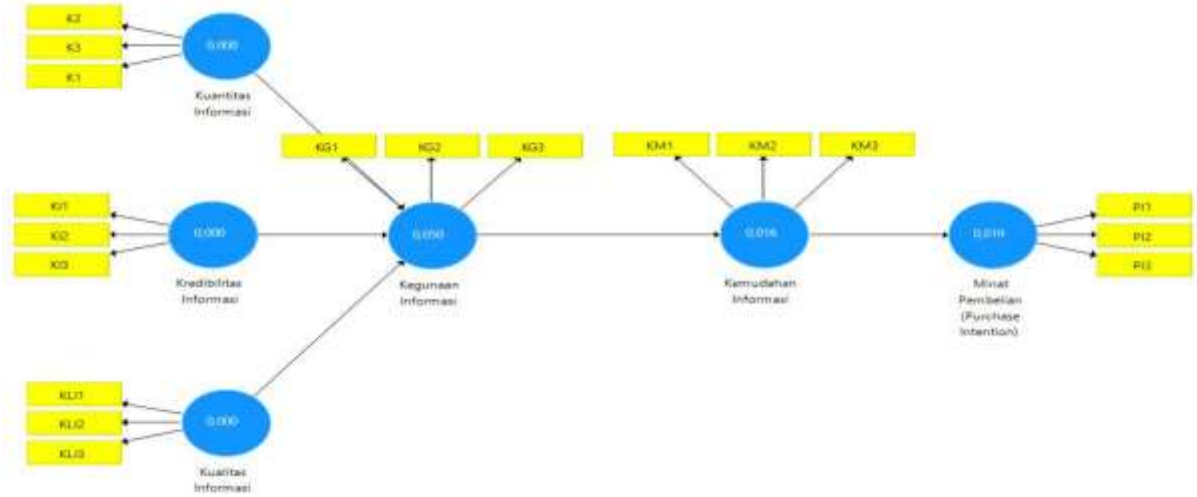


Figure 3. Bootstrapping Structural Model Testing

Coefficient of Determination Test *(R-Square)*

R-square is the most frequently used measure to assess and test how well exogenous variables explain endogenous variables. This coefficient measures the predictive power of the model and is calculated as the square of the correlation between the actual endogenous construct and the predicted value. This coefficient represents the combined effect of the exogenous latent variables on the endogenous latent variables. Table 4 shows the R^2 results of each variable as follows:

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Tabel 4 *R-Square* Result

	R Square	R Square Adjusted
Quantity of Information	0,196	0,188
Information Credibility	0,070	0,067
Purchase Intention	0,097	0,094

Source: Data Processing (2024)

From table 4. it can be seen that the variable of Information Usefulness is explained by its antecedent variables of 18.8%. This means that there is still 81.2% influence from other variables outside of Information Usefulness. Then, the variable of Ease of Information is explained by its antecedent variables of 6.7%, which means that there is still 93.3% influence from other variables outside of Ease of Information. In addition, the variable of Purchase Interest is explained by its antecedent variables of 9.4%, with 90.6% influence from other variables outside of Purchase Interest.

Predictive Relevance Test (Q-Square)

Q-Square is an indicator of the structural model that shows how accurate the prediction of the data generated is, which is not used in the model estimation (Hair et al., 2016). In the structural model, the Q-Square value must be greater than zero ($Q^2>0$) for a particular endogenous latent variable, indicating the relevance of the path model prediction for a particular dependent construct (Hair et al., 2016). The Q-Square results in this study can be seen in table 4.19 below:

Tabel 5 *Q-Square* Result

	SSO	SSE	Q^2 (=1-SSE/SSO)
Quantity of Information	900,000	855,123	0,050
Information Credibility	900,000	885,558	0,016
Argument Quality	900,000	900,000	
Usefulness	900,000	900,000	
Perceived ease of use	900,000	900,000	
Purchase Intention	900,000	882,487	0,019

Source: Data Processing (2024)

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It can be seen in table 5 that the variable Information Usefulness has a Q-square value of 0.050; Ease of Information has a Q-square value of 0.016; and Purchase Interest has a Q-square value of 0.019. Meanwhile, the variables Information Credibility, Information Quality, and Information Quantity have a Q-square value of 0. Although the value is 0, the results are normal because the three variables are independent variables.

Path Coefficient Test (Hypothesis Testing)

Path coefficients are used to test the hypothesis, which are calculated using the SmartPLS application with bootstrapping techniques. Based on the bootstrapping results in table 4.20, all hypotheses are accepted except H3. This is in line with the principle expressed by Hair et al. (2016), which states that the T-statistic value must be more than 1.96 and the P-value must be less than 0.05. Therefore, all hypotheses are accepted except H3. The following table 4.20 explains in detail the results of the path coefficient test:

Tabel 6 Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
Quantity of Information-> Usefulness	0,175	0,196	0,058	2,999	**0,003**	**H1 Supported**
Information Credibility-> Usefulness	0,344	0,349	0,054	6,350	**0,000**	**H2 Supported**
Argument Quality-> Usefulness	0,091	0,113	0,079	1,150	**0,251**	**H3 Not supported**
Usefulness -> Perceived ease of use	0,265	0,276	0,090	2,961	**0,003**	**H4 Supported**
Perceived ease of use -> Purchase Intention	0,312	0,329	0,078	3,980	**0,000**	**H5 Supported**

Source: Data Processing (2024)

The results of the hypothesis test in Table 4.20 show that all hypotheses involving direct relationships have been accepted and are statistically significant. In addition, all of these relationships show a positive direction with values greater than zero. The explanation of the results of the hypothesis test related to the relationship of variables without a mediator can be described as follows.

1. The results of the hypothesis regarding the relationship between the quantity of information and the usefulness of information (H1) show acceptable and significant

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results (T-statistic = 2.999 > 1.96, P-value = 0.003 < 0.05). This finding indicates that the quantity of information has a positive and significant influence on the usefulness of information.

2. The results of the hypothesis test on the relationship between information credibility (H2) show that information credibility has a positive and significant influence on the usefulness of information. This is evidenced by the T-statistic value of 6.350 which is greater than 1.96, and the P-value of 0.000 which is less than 0.05. This finding confirms that information credibility does have a positive and significant influence on the usefulness of information.
3. However, the quality of information (H3) does not show a significant influence on the usefulness of information with a value (T-statistic = 1.150 > 1.96, P-value = 0.251 < 0.05). so that the H3 hypothesis is not supported.
4. The results of the hypothesis regarding the usefulness of information (H4) have a positive and significant influence on the ease of information, with a value (T-statistic = 2.961 > 1.96, P-value = 0.003 < 0.05). This finding indicates that the usefulness of information has a positive and significant influence on the ease of information.
5. The final hypothesis, namely ease of information also has a positive and significant effect on purchase intention, with a value (T-statistic = 3.980 > 1.96, P-value = 0.000 < 0.05) so that the purchase intention hypothesis (H5) is supported.

DISCUSSION

This study examines the influence of several factors that trigger the influence of Viral marketing on purchase intention on Instagram application users. In general, the results of this study were able to obtain results that all viral marketing factors, namely quantity of information, credibility of information, quality of information, usefulness of information, ease of information are believed to be able to trigger the formation of purchase intention.

Quantity of information

The quantity of information has a positive influence on consumers' purchase intention. It refers to how much information consumers can access about a particular product or service. Abundant information helps consumers feel more confident in their purchasing decisions, as they become more informed and understand the product better. This creates a sense of transparency and trust in the product or brand. Lee and Lee (2004) found that when consumers are provided with more information about a product,

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they tend to have a higher purchase intention compared to when the information given is limited. Comprehensive information includes various aspects of the product, such as technical specifications, benefits, usage instructions, consumer reviews, and comparisons with similar products. With more complete information, consumers can better evaluate the suitability of the product for their needs, reduce uncertainty, and strengthen their confidence that the product will meet their expectations.

A high quantity of information can also enhance consumers' perception of the credibility and reliability of the information source. Consumers who feel assured about the information presented tend to have greater trust in the brand and product, which in turn increases their purchase intention. In the context of digital marketing, providing complete and easily accessible information can also enhance the user experience on Instagram, positively contributing to consumers' purchase intention. This study reveals that Kopi Kenangan prioritizes providing information tailored to the specific needs of consumers. Information provided to expert users should differ from that provided to beginner users. By adjusting the information based on consumers' specific needs, Kopi Kenangan can enhance its usefulness.

Credibility of Information

The credibility of information and its usefulness also show a positive and significant influence. These findings indicate that information credibility has a strong impact on the usefulness of information. Information that consumers perceive as credible is more likely to be trusted and used in their decision-making process. The credibility of information fosters consumer trust, which in turn enhances its usefulness. A study conducted by Flanagin and Metzger (2000) found that information credibility is a key factor influencing the perception of information usefulness among Instagram users.

Argument Quality

The research results indicate that information quality does not have a significant impact on information usefulness. In other words, this hypothesis is not supported. This may be due to various factors, such as differences in respondents' perceptions of information quality or the inadequacy of the indicators used to measure information quality. In some cases, although information quality is important, other aspects—such as trust and credibility—may have a stronger influence in certain contexts.

Usefulness

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The usefulness of information has a positive and significant impact on information accessibility. These findings indicate that when consumers perceive information as useful, it also becomes easier to access and utilize. High information usefulness means that the information is relevant and helps consumers meet their needs, which in turn enhances the ease of access and use. Research by Davis (1989) supports these findings, showing that the perception of usefulness directly influences the perception of ease of use in information technology.

Perceived ease of use

This study found that information accessibility has a positive and significant impact on purchase intention. In other words, when the information provided is easy for consumers to access and use, it increases their interest in purchasing the product. Easily accessible and understandable information helps reduce consumer uncertainty and doubt, ultimately encouraging them to make a purchase. Research by Pavlou and Fygenson (2006) found that ease of access to information significantly increases users' purchase intention on Instagram. Overall, the findings of this study are consistent with existing literature and emphasize the importance of information quantity, credibility, and usefulness in influencing information accessibility and consumer purchase intention. These findings highlight the need for Kopi Kenangan to provide sufficient, credible, and useful information about their products to enhance consumer trust and purchase interest.

CONCLUSION

In this conclusion, the data analysis results regarding the impact of viral marketing on the purchase intention of Instagram users of @Kopikenangan.id indicate that viral marketing plays a crucial role in driving consumer purchase interest on the platform. Each variable examined—information quantity, information credibility, and information quality—has been proven to contribute significantly to users' perceptions of the value and usefulness of the presented content. Through this analysis, it is evident that the information shared via @Kopikenangan.id positively influences the formation of a stronger relationship between Instagram users and Kopi Kenangan. Users feel more confident and engaged with the promoted products, ultimately increasing their purchase intention.

These findings reinforce the understanding that an effective viral marketing strategy can influence consumer behavior, foster deeper interactions, and enhance brand loyalty among Instagram users. Thus, Kopi Kenangan Indonesia can leverage these insights to

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refine its social media communication strategies, ensuring that the information provided is always sufficient, credible, relevant, easily accessible, and understandable to consumers. This approach will help build consumer trust and boost their interest in purchasing Kopi Kenangan products.

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