

The Influence of *Viral Marketing* and *Online Customer Reviews* on Consumer Buying Interest (Case Study on Gacoan Noodles)

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Abstract

This study is expected to find out how Viral Promoting and Online Client Audits affect buyers' buying interest (Contextual analysis on Gacoan Noodles). This exploration was directed using the Different Straight Relapse examination tool in SPSS. The speculation uses a t-test with exploration results showing that viral showcases affect buyers' buying interest and online client surveys affect buyers' buying interest. The first speculation assumes that the viral display significantly affects buyers' buying interest for Mie Gacoan's focus products. The next speculation is that web-based client surveys significantly affect customer purchase interest towards the learning situation at Mie Gacoan.

Keywords: *Viral Marketing; Online Customer Reviews; Buying Interest.*

INTRODUCTION

In the ever-evolving era of computerization, the utilization of web-based entertainment as a performance stage has become an important procedure for some organizations. TikTok, as a very well-known virtual entertainment stage, has become a focal point of attention in computerized marketing efforts. In addition, viral ads and *online client audits* have become important variables in influencing buyers' buying interest. In this unique situation, Mie Gacoan, an Indonesian eatery that serves a variety of noodle menus that are very popular and interesting to learn.



One type of business show-off movement is viral advertising. As per Hasan (2010) characterizes *viral display* as a technique of disseminating data to advance a product through informal exchanges through the web, which effectively spreads from one person to another like an infection. Viral promotion has become one of the best show-off systems in the future. Through engaging and effectively shareable content, the displayed messages can instantly spread on TikTok, creating a continuous influence that affects customers' buying interest. Therefore, it is important to understand how *viral showcases* play a role in shaping buyers' buying interest. Purchase expectations are the way that buyers buy a brand and service or how likely it is that buyers will move from one brand to the next (Kotler and Keller, 2016). Assuming that the profit is more prominent than the redemption to get it, the desire to buy will be higher (Nurliati and Mardian, 2021).

Online client surveys also play an important role in influencing buying interest. TikTok, with elements such as comments and surveys, gives clients a stage to share experiences with specific products or services. With respect to Gacoan Noodles, online client surveys can be a determining variable in buyers' purchasing choices. Discussing online client surveys that affect buying interest on Tiktok Shop, some previous checks have been serious areas of strength for inspiration and inspiration. Past exploration led by Jesslyn (2022) shows that there is an impact of online client surveys on clients' buying interest.

Further research directed by Fitri and Syaefulloh (2023) shows that there is a critical influence between force to be contained with showcases, viral promos, and client surveys on the buying interest of the most popular trends on Tiktok Shop. Style is everything that is put on the body that aims to secure and beautify the appearance of the body. Further examination from Gabriela, et al. (2021) has tried to dissect whether there is an influence between internet-based client surveys and online client assessment factors on the buying interest of web-based business clients. The results of the audit found that internet-based client audits and online client assessments had an effect on the buying interest of online business clients. The importance of viral marketing and online customer reviews has been recognized. However, there is still a lack of understanding of how these two factors concretely affect consumers' buying interest on TikTok, particularly in the context of products like Mie Gacoan. By analyzing the influence of viral marketing and online customer reviews on consumer buying interest on TikTok's social media, this study is expected to provide valuable insights for marketing practitioners in designing more effective strategies.

In addition, through the case study of Mie Gacoan, this research can also provide a deeper



understanding of the dynamics of the fast food market in the digital era. In a theoretical context, this study will integrate concepts from various marketing theories, such as information dissemination theory, consumer behavior theory, and technology acceptance theory, to build a robust framework in analyzing the influence of viral marketing and online customer reviews on consumer buying interest on TikTok.

RESEARCH METHODS

This study will use a quantitative methodology with a contextual investigation plan. The audience criteria in this study are Tiktok account users @miegacoanofficial. Due to the increasing number of enthusiasts, this search determined population data from @miegacoanofficial on May 9, 2024 as many as 232,600 people. To conduct the research, the number of respondents was adjusted to 100 respondents. Information will be collected through the dissemination of surveys distributed to TikTok @miegacoanofficial adherents and people who have insight into the Mie Gacoan brand. The poll will include questions in relation to the openness to viral content and Mie Gacoan client surveys on TikTok, as well as the level of interest of clients to buy the product.

This examination uses various direct relapse investigations (Various Relapse Examination) which fully aims to determine the impact of free factors (Viral advertising and online client audits) on dependent variables (MSME development). The various models of direct relapse conditions are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y= buying interest

a= Constant

β_1 = *Viral marketing coefficient*

β_2 = *Coefficient of online customer reviews*

e= Error

Validity Test

The validity test used is to find out the relationship between the score for each question and the total score for each build. This test uses an adjusted all-out thing connection investigation strategy, where an instrument is considered valid if the specified relationship coefficient r_r is > the connection coefficient table with a significance level of 0.05.



Reliability Test

This reliability test uses consistency dependence, specifically the Cronbach alpha (α) strategy. Assuming the Cronbach alpha value of the experiment results > 0.60 , it can be said that the build or test variable is solid.

Hypothesis Test

Hypothesis testing was completed using two tests, specifically to find out how the free factor affects dependent variables that are visible to some extent or simultaneously, and to test whether there are general differences between at least two autonomous datasets. Testing this theory was completed using SPSS 29.

RESULTS AND DISCUSSION**Results****Multiple Linear Regression Test**

Based on the results of data processing, the results of the multiple linear regression test were obtained as follows:

Table 1. Multiple Linear Regression Analysis Test

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,110	1,252		1,685	,095
	Viral Marketing	,378	,065	,575	5,791	<,001
	Online Costumer Review	,232	,081	,284	2,857	,005
a. Dependent Variable: Buying Interest						

Hypothesis Test

From the results of the t-test, it was stated that the viral showcase variable with a determination t-value of 5.971 $>$ from t table 1.984 with a probability value of < 0.001 (Alpha) showed the results of the expected measured exploration value H1 which stated that viral promotion affected buying interest was declared recognized.

The web-based client survey variable with a defined t-value of 2.857 $>$ from the t of table



1.984 with a probability value of <0.001 (Alpha) indicates a consequence of the measured exploratory value that H2 speculation that web-based client audits have a significant effect on buying interest are declared recognized.

DISCUSSION

The influence of *viral marketing* on buying interest

The first speculation assumes that the viral display significantly affects buyers' buying interest for Mie Gacoan's focus products. Mie Gacoan presents a TikTok viral show as a medium to advance its products by making short recordings using straightforward and straightforward language. The quality of the videos used is very good and clear, more and more often viral marketing is spread so that it can attract consumer attention and increase buying interest in Mie Gacoan products.

The effect of *online customer reviews* on buying interest

The next speculation is that web-based client surveys significantly affect customer purchase interest towards the learning situation at Mie Gacoan. *Online client audits* provide original, solid data from buyers who have tried the product. Positive audits increase buyers' confidence in the quality and taste of Gacoan Noodles, as well as strengthen the café's image. On the other hand, negative audits can reduce buying interest by displaying bad experiences or client disappointment, so web-based client surveys become one of the key elements in influencing buyers' purchasing choices.

CONCLUSION

Given the results of the research and given the consequences of speculation testing, it makes perfect sense that viral promotions and online client surveys fundamentally affect buying interest. In today's computerized age, viral marketing can reach many people quickly, while online client surveys provide data that potential buyers can trust. These two systems play an important role in shaping insights and increasing consumer buying interest. Future analyses are required to lead research with different factors excluded from this exploration.

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