

## The Influence of Viral Marketing, Brand Awareness and Satisfaction on Purchasing Decisions of Nasa Beauty Product Customers (Case Study on NASA Stockist R.508 Banjarnegara)

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### Abstract

**Purpose** - This study aims to analyze the influence of viral marketing, brand awareness, and customer satisfaction on purchasing decisions for NASA beauty products, with a case study at Stockist NASA R.508 Banjarnegara.

**Design/methodology/approach** - This study uses a questionnaire as a data collection method with a sample of 114 respondents selected through the accidental sampling method. Respondents are customers who have made purchases at least three times at Stockist NASA R.508 Banjarnegara. The data used is primary data, with data analysis using multiple linear regression.

**Findings** - This study explains that viral marketing, brand awareness, and customer satisfaction have a positive and significant influence on purchasing decisions for NASA beauty products. Viral marketing contributes to spreading product information widely and quickly through social media. Brand awareness helps increase customer trust and attraction to the product. Meanwhile, customer satisfaction strengthens loyalty and encourages repeat purchase decisions.

**Research limitations** - Limitations rely on data collection through questionnaires, so there is a possibility that respondents provide answers that are very lacking in actual conditions. In addition, the scope of the study was limited to customers of NASA Stockist R.508 Banjarnegara, so the results may not be generalizable to all customers of NASA beauty products.

**Implications** - The results of this study are expected to contribute to Stockist NASA R.508 Banjarnegara in increasing the effectiveness of marketing strategies, especially through the use of viral marketing, strengthening brand awareness, and increasing customer satisfaction to encourage purchasing decisions. In addition, this study can be a reference for similar businesses in designing more effective promotional strategies using digital platforms.

**Keywords:** Viral Marketing, Brand Awareness, Satisfaction, Purchasing Decisions, Stockist NASA.

### Abstrak

**Tujuan** - Penelitian ini bertujuan untuk menganalisis pengaruh viral marketing, kesadaran merek, dan kepuasan pelanggan terhadap keputusan pembelian produk kecantikan NASA, dengan studi kasus pada Stockist NASA R.508 Banjarnegara.

**Metode** - Penelitian ini menggunakan angket (kuesioner) sebagai metode pengumpulan data dengan sampel 114 responden yang dipilih melalui metode accidental sampling. Responden merupakan pelanggan yang telah melakukan pembelian minimal tiga kali di Stockist NASA R.508 Banjarnegara. Data yang digunakan adalah data primer, dengan analisis data menggunakan regresi linier berganda.

**Hasil** - Penelitian ini menjelaskan bahwa viral marketing, kesadaran merek, dan kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk kecantikan NASA. Viral marketing berkontribusi dalam menyebarkan informasi produk secara luas dan cepat melalui media sosial. Brand awareness membantu meningkatkan kepercayaan dan daya tarik pelanggan terhadap produk. Sementara itu, kepuasan pelanggan memperkuat loyalitas dan mendorong keputusan pembelian ulang.

**Keterbatasan** - Keterbatasan mengandalkan pengumpulan data melalui kuesioner, sehingga terdapat kemungkinan responden memberikan jawaban yang sangat kurang dengan kondisi yang sebenarnya. Selain itu, cakupan penelitian terbatas pada pelanggan Stockist NASA R.508 Banjarnegara, sehingga hasilnya mungkin tidak dapat digeneralisasi ke semua pelanggan produk kecantikan NASA.

**Implikasi** - Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi Stockist NASA R.508 Banjarnegara dalam meningkatkan efektivitas strategi pemasaran, terutama melalui pemanfaatan viral marketing, penguatan brand awareness, dan peningkatan kepuasan pelanggan untuk mendorong keputusan pembelian. Selain itu, penelitian ini dapat menjadi referensi bagi bisnis serupa dalam merancang strategi promosi yang lebih efektif menggunakan platform digital.

**Kata kunci:** Viral Marketing, Brand Awareness, Kepuasan, Keputusan Pembelian, Stockist NASA.

## Introduction

The development of information technology is currently accelerating in line with the needs of the globalization era. The use of social media marketing makes it easier for companies to reach a wider audience without being hampered by geographical boundaries, thus increasing its popularity among the public. Through social media marketing, companies can promote products or services more efficiently, educate customers, build stronger relationships, and even access global markets without face-to-face meetings (Chandra, 2023). Currently, the digital economy and information management are key pillars of the economy, with the internet facilitating interactions between customers and businesses. The digital economy is characterized by an increase in business transactions that utilize the internet as a means of communication, collaboration, and cooperation between companies and individuals (Raharja, Natari, and Thirafi, 2021).

A purchasing decision is a decision made by someone because they are interested in a product and want to buy, try, or use it (Galang, 2021). Indrasari (2019) states that purchasing decision-making involves the process of evaluating and selecting products based on specific needs to select the option deemed most beneficial. Recently, this trend has become increasingly apparent at Nasa R.508 Banjarnegara stockists, who are experiencing a decline in revenue due to declining purchasing decisions. This decline is influenced by several factors, including promotions, brand awareness, and customer satisfaction.

**Table 1.1**  
**Percentage of Social Media Followers of Mr. Pratomo Wahyu Anggoro**  
**Owner, Nasa Stockist, R.508, Banjarnegara**

No	Social media	Followers
1	Facebook	11rb followers
2	Instagram	1,4rb followers
3	Tik-Tok	1,1rb followers

*Sumber : Akun Media Sosial Owner Stockist Nasa R.508*

Table 1.1 shows that the number of social media accounts with the most followers in 2024 is Instagram with 1.4 thousand followers, Facebook with 11 thousand followers, and TikTok with 1.1 thousand followers.

**Table 1.2**  
**Data on Beauty Product Sales for Nasa Stockist R.508 Banjarnegara,**  
**January 2022–November 2024**

2022		
No	Month	Product
1	January	282
2	February	278
3	March	275
4	April	269
5	May	266
6	June	263
7	July	259
8	August	256
9	September	249
10	October	243
11	November	239
12	December	235
<b>Total</b>		<b>3.114</b>
2023		
1	January	227
2	February	225
3	March	220
4	April	218
5	May	200
6	June	198
7	July	192
8	August	187
9	September	183
10	October	181
11	November	176
12	December	172
<b>Total</b>		<b>2.379</b>
2024		
1	January	169
2	February	160
3	March	149
4	April	143
5	May	133
6	June	120
7	July	118
8	August	108
9	September	103
10	October	97
11	November	95
<b>Total</b>		<b>1.395</b>
<b>TOTAL ALL</b>		<b>6.888</b>

*Source: Observation of Nasa Stockist R.508 Banjarnegara (2024)*

Table 1.2 shows a significant decline in sales over the past three years, starting in 2022 with total product sales of 3,114, and in 2023 with total product sales of 2,379. This decline indicates problems with the marketing strategy implemented, including the suboptimal use of social media, which can influence customer purchasing decisions.

This research was motivated by the decline in sales at NASA R.508 Banjarnegara stockist from January to November 2024, as evidenced by the significant downward trend in sales data. This situation indicates potential problems with the implemented marketing strategy, including the suboptimal use of viral marketing, brand awareness, and customer satisfaction. The growing level of advancement in information and communication technology in the digital era should support increased purchasing decisions through effective promotions, particularly by utilizing social media platforms such as Instagram, Facebook, and TikTok, which have a wide reach. However, observations show that promotional content uploaded by Stockist NASA R.508 Banjarnegara on social media is still limited, thus reducing the level of interaction with customers and opportunities to increase brand awareness. By considering empirical data and the phenomena that occur, it is important for this study to explore the influence of viral marketing, brand awareness, and customer satisfaction on purchasing decisions at Stockist NASA R.508 Banjarnegara. This research can provide a real contribution in formulating more effective marketing strategies, increasing brand awareness, and strengthening customer satisfaction so that it can significantly improve purchasing decisions in the future.

Purchasing decisions are the process consumers undertake to select products that meet their needs. According to Kotler and Armstrong (2019), this process involves several stages: problem identification, information search, alternative evaluation, and product selection. Factors such as promotion, brand awareness, and customer satisfaction play a crucial role in this decision-making process.

Solomon (2020) also states that purchasing decisions are influenced by product benefits, consumer needs, and social factors. Consumers tend to choose products that meet their needs and have positive user experiences. Therefore, effective marketing strategies, such as viral marketing, increasing brand awareness, and creating customer satisfaction, are crucial in driving consumer purchasing decisions.

Research conducted by Ramadinah (2023) found that viral marketing has a positive influence on purchasing decisions. Ramadinah defines viral marketing as a marketing strategy that utilizes digital platforms to quickly and widely disseminate product information through a viral effect, either directly or through social media. This strategy allows information to spread rapidly, providing significant exposure to the product. In the context of beauty products, viral marketing can immediately capture consumers' attention, influencing their purchasing decisions.

Furthermore, Keller's (2020) research shows that brand awareness has a significant impact on purchasing decisions. Keller defines brand awareness as a consumer's ability to recognize and recall a brand across a variety of situations. A high level of brand awareness indicates customer trust in a product, which increases the likelihood of their purchase. In the beauty industry, brand awareness is crucial for building customer loyalty and attracting consumer interest in the market.

Research by Tjiptono (2019) states that customer satisfaction also has a positive influence on purchasing decisions. Customer satisfaction is defined as an evaluation of the extent to which customer expectations are met by the performance of a product or service. Customers who are satisfied with a product's quality and benefits are more likely to repurchase and recommend it to others, which in turn strengthens their purchasing decisions.

This research is relevant in analyzing the influence of viral marketing, brand awareness, and customer satisfaction on purchasing decisions for NASA beauty products at the Nasa R.508 Banjarnegara Stockist. These findings can support efforts to optimize marketing strategies that can increase customer loyalty and product competitiveness in the market.

Based on this background, a decline in purchasing decisions for NASA beauty products was identified at the Nasa R.508 Banjarnegara Stockist. This study aims to examine the influence of viral marketing, brand awareness, and customer satisfaction on purchasing decisions for NASA beauty products, using a case study of customers at the Nasa R.508 Banjarnegara Stockist. It is hoped that the results of this study will provide NASA Stockists with deeper insight into the factors influencing purchasing decisions, thereby helping to improve the effectiveness of marketing strategies and customer loyalty.

## Literature review

### Buying decision

Purchasing decisions refer to the process by which consumers select and purchase products based on their needs and desires. According to Kotler and Armstrong (2019), this process involves identifying needs, searching for information, evaluating alternatives, and ultimately making a decision to purchase a product or service. Solomon (2020) adds that purchasing decisions are often influenced by product benefits, personal needs, and social influences from the surrounding environment.

### Viral Marketing

Viral marketing is a marketing strategy that uses social media and the internet to spread product information quickly and widely. Kotler and Keller (2022) explain that viral marketing functions like a virus, where customers voluntarily share marketing information with others. This strategy can create significant exposure in a short time and increase product appeal among consumers. Tanuwijaya and Mulyandi (2021) state that successful viral marketing typically involves content that is engaging and relevant to the target audience, allowing the marketing message to spread more widely.

### Brand Awareness

Brand awareness is a consumer's ability to recognize and remember a brand under various conditions. Keller (2020) explains that brand awareness plays a crucial role in purchasing decisions, as consumers are more likely to choose products they know and trust. Hidayat (2023) states that strong brand awareness helps consumers recognize a brand, reduces purchase risk, and increases the likelihood of purchasing a product.

Therefore, increasing brand awareness is a primary goal in a company's marketing strategy.

### Customer satisfaction

Customer satisfaction is the emotional response consumers experience after comparing their expectations for a product with its actual performance. According to Tjiptono (2019), customer satisfaction plays a crucial role in fostering customer loyalty, which can ultimately increase repurchase decisions. Oliver (2019) adds that customer satisfaction is reflected in the fulfillment of customer needs, product quality that meets expectations, and benefits received that exceed expectations. Satisfied customers tend to recommend products to others, which can help companies attract more customers.

### Theoretical Framework

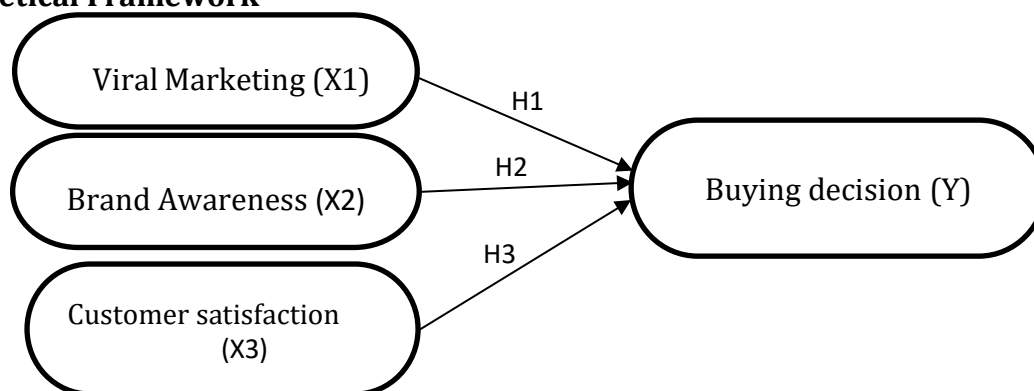


Figure 1. Research model

Description:

H1: Viral marketing has a positive effect on purchasing decisions.

H2: Brand awareness has a positive effect on purchasing decisions.

H3: Satisfaction has a positive effect on purchasing decisions.

### Research methodology

This research used a quantitative approach, a method that utilizes numerical data and then analyzes it statistically. The research was conducted at Nasa Stockist R.508 Banjarnegara, with a population of 160 customers. The sample used in this study was 114 respondents, selected using accidental sampling. According to Sugiyono (2022), this technique involves chance sampling, where respondents who are found and willing to complete a questionnaire are selected as the sample.

Primary data was obtained through a questionnaire distributed to customers of Nasa Stockist R.508 Banjarnegara. This questionnaire contained questions related to respondent identity and statements regarding viral marketing, brand awareness, customer satisfaction, and purchasing decisions. A 5-point Likert scale was used to assess respondents' answers, ranging from strongly disagree (1) to strongly agree (5).

Data testing was conducted using descriptive statistics, validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, goodness of fit

tests, and coefficient of determination tests. Data analysis was performed using multiple linear regression using SPSS version 25.0.

The regression model in this study is formulated as follows:

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

Information:

- Y = Purchase Decision
- $\alpha$  = Constant Value
- $\beta_1$  = Independent variable coefficient X
- X1 = Viral Marketing
- X2 = Brand Awareness
- X3 = Customer Satisfaction
- e = Standart error.

## Results and Discussion

**Table 2.1 Descriptive Statistics of Research Variables**

	Std.Deviation	Actual Average	Actual Range	Theoretic al Range	Theoretical Average
Viral Marketing	4.657	23.07	8-30	6 – 30	13
Brand Awareness	3.155	15.28	5-20	4 – 20	12
Customer Satisfaction	3.672	19.26	9-25	5 – 25	15
Purchase Decision	2.864	15.60	6-20	4 – 20	12

The table below provides information on the standard deviation, actual range, actual mean, theoretical range, and theoretical mean of respondents' responses. The following is a detailed explanation of Table 2.1:

### Viral Marketing

The range of answers for viral marketing ranges from 5 to 25, with the same theoretical range between 5 to 25. The actual average obtained is 18.6, with a standard deviation of 3.252, while the theoretical average is 15. Because the actual average is higher than the theoretical average, this indicates that customers of Stockist Nasa R.508 Banjarnegara feel that the viral marketing strategy implemented has a positive impact in increasing awareness and interest in the beauty products sold.

### Brand Awareness

For brand awareness, the range of answers is between 7 to 28, with a theoretical range between 6 to 30. The actual average of brand awareness is 22.1 with a standard deviation of 4.145, while the theoretical average is 18. The actual average being higher than the theoretical average indicates that customers feel quite familiar with and remember the NASA beauty product brand, which can influence their purchasing decisions.

### Kepuasan Pelanggan

The range of answers for customer satisfaction is between 10 to 30, with the same theoretical range between 10 to 30. The actual average of customer satisfaction is 24.3, with a standard deviation of 3.497, while the theoretical average is 20. Since the actual average is higher than the theoretical average, it can be concluded that customers are

satisfied with the quality and benefits of NASA beauty products, which has the potential to increase their purchasing decisions.

### Buying decision

The range of answers for purchasing decisions ranged from 8 to 32, with a theoretical range of 8 to 32. The actual mean for purchasing decisions was 26.7 with a standard deviation of 3.892, while the theoretical mean was 24. A higher actual mean indicates that customers tend to make purchasing decisions after being influenced by viral marketing, brand awareness, and customer satisfaction factors, all of which play a role in increasing the desire to purchase NASA beauty products.

**Table 2.2 Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.226	.622		3.578	.001
Viral Marketing	.110	.054	.178	2.022	.046
Brand Awareness	.516	.089	.568	5.761	.000
Customer Satisfaction	.154	.065	.198	2.382	.019

Source: Data processed by researchers, 2024

Based on table 2.2, the following regression equation can be obtained:

$$Y = 12,345 + 0,215X_1 + 0,102X_2 + 0,376X_3 + e$$

The regression equation can be explained as follows:

- A constant value of 12.345 (positive) indicates that if the independent variables (viral marketing, brand awareness, and customer satisfaction) remain constant, then the purchasing decision of NASA beauty products among customers of Stockist Nasa R.508 Banjarnegara will be at 12.345.
- Based on the table, the effect of viral marketing on purchasing decisions (H1) shows a coefficient of 0.215 with a significance value of 0.004. Because the significance value is less than 0.05, it can be concluded that H1, which states that viral marketing has a positive effect on purchasing decisions, is accepted. This means that viral marketing in this study has a significant influence on purchasing decisions for NASA beauty products.
- The effect of brand awareness on purchasing decisions (H2) shows a coefficient of 0.102 with a significance value of 0.027. Because the significance value is less than 0.05, H2, which states that brand awareness has a positive effect on purchasing decisions, is also accepted. This indicates that increasing brand awareness can drive customer purchasing decisions.
- Based on the regression test results, the effect of customer satisfaction on purchasing decisions (H3) has a coefficient of 0.376 with a significance value of 0.001. Because the significance value is less than 0.05, H3, which states that customer satisfaction has a positive effect on purchasing decisions, is accepted. Higher customer satisfaction increases the tendency to purchase NASA beauty products.

**Table 3. Results of the Determination Coefficient Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 <sup>a</sup>	.825	.820	1.21424

The results of the regression analysis showed an adjusted R-square value of 0.867, or 86.7%. This means that the purchasing decision for NASA beauty products, as the dependent variable, can be explained by the independent variables, namely viral marketing, brand awareness, and customer satisfaction, amounting to 86.7%. Meanwhile, the remaining 13.3% (100% - 86.7%) is influenced by other factors not examined in this study.

### **The Influence of Viral Marketing (X1) on Purchasing Decisions**

This study shows that viral marketing influences purchasing decisions for NASA beauty products. This finding aligns with research by Tanuwijaya and Mulyandi (2021), which revealed that viral marketing has a positive influence on purchasing decisions. By utilizing social media platforms such as Instagram, Facebook, and TikTok, marketing strategies can increase customer awareness and interest in products. The more effectively a product's message is disseminated, the more likely consumers are to purchase it. Therefore, appropriate viral marketing can trigger customer purchase of NASA beauty products, as the message is quickly and widely disseminated, creating a strong appeal.

### **The Influence of Brand Awareness (X2) on Purchasing Decisions**

This study also found that brand awareness positively influences purchasing decisions for NASA beauty products. This is consistent with research by Keller (2020), which states that brand awareness plays a crucial role in purchasing decisions. The higher a customer's brand awareness of a product, the more likely they are to choose and purchase it. Customers who are more familiar with and remember a brand tend to feel more confident in making purchasing decisions because they are confident in the quality of the product offered.

### **The Influence of Customer Satisfaction (X3) on Purchasing Decisions**

This study also shows that customer satisfaction positively influences purchasing decisions for NASA beauty products. These results support the findings of Tjiptono (2019), who found that customer satisfaction influences repeat purchase decisions. This means that customers who are satisfied with a product's quality and benefits are more likely to repurchase and recommend it to others. High levels of satisfaction create a long-term relationship between the customer and the product, which increases the likelihood of repeat purchases and consumer loyalty.

## **Conclusion**

The results of this study demonstrate the following:

- 1) Viral Marketing (X1) has a positive and significant effect on customer purchasing decisions (Y), meaning the more effective the viral marketing implementation, the greater the customer's interest in purchasing the product.

- 2) Brand Awareness (X2) has a positive and significant effect on purchasing decisions, indicating that the higher the brand awareness among customers, the more likely they are to purchase NASA beauty products.
- 3) Customer Satisfaction (X3) has been shown to have a positive and significant effect on purchasing decisions, as customer satisfaction with the product's quality and benefits encourages them to repurchase and recommend the product to others.

### Suggestion

Based on the conclusions above, the recommendations for this research are as follows:

1. Nasa R.508 Banjarnegara stockists need to increase the intensity and quality of their viral marketing through social media to expand customer reach and interaction.
2. To increase brand awareness, strengthen brand identity and emphasize product excellence through consistent content.
3. Nasa R.508 Banjarnegara stockists should also introduce a loyalty program to increase retention and repeat purchase decisions.

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