

# Uncertain Supply Chain Management

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## The role of viral marketing relationship and customer reviews as mediating of consumer trust to purchase Indonesian products

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### ABSTRACT

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The aim of the research is to analyze the influence of viral marketing and customer reviews on purchasing decisions with consumer trust as a mediating variable. In marketing theory, purchasing decisions can be improved by mediating consumer trust, so that products can be sustainable. The study was conducted on Indonesian iced tea products, which are typical tea leaf products from Indonesia. The type of research used in this research is quantitative and analyzed using PLS. 105 respondents in the research were customers of Indonesian iced tea products in Palangka Raya City. The research results show that viral marketing, customer reviews mediated by consumer trust variables had a significant positive effect on purchasing decisions, viral marketing had a significant positive effect on purchasing decisions, viral marketing had a significant positive effect on consumer trust, customer reviews had a significant positive effect on purchasing decisions, customer reviews had a significant positive effect on consumer trust and consumer trust had a significant positive effect on purchasing decisions for Indonesian Iced Tea products in the city of Palangkaraya.

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### 1. Introduction

The internet has opened the door for businesses to take advantage of incredible digital marketing opportunities (Dwivedi et al., 2021). By using various digital marketing channels, businesses can not only share their products and services online, but businesses can also increase the number of customers (Masrianto et al., 2022). In addition, in highly competitive markets and technological advances with the use of the internet, it can be used for various marketing strategies (Ayachi & Jallouli, 2022). This strategy is also allegedly carried out by one of the Food & Beverage Es Teh Indonesia Companies in its marketing, namely by using a viral marketing strategy through increasing brand awareness, and a customer review strategy to increase purchasing confidence so that it can influence purchasing decisions (Pratama et al., 2022). Utilizing developments in internet technology by creating marketing strategies (Humairoh & Mohammad, 2023). The strategies implemented include utilizing technology through Electronic Word Marketing. (Ulaga et al., 2021) Electronic Word Marketing is marketing that uses the internet to create a word-of-mouth news effect in supporting marketing efforts and objectives, which can be in the form of websites, advertisements, online videos, social media, and other interesting events so that consumers are interested in sharing it with others. other people online. Because, as stated by (Parvatiyar & Sheth, 2021) in the concept of word of mouth or viral marketing, there are sources, tools, messages, and monitoring; the consumer is the speaker, and the message discussed is interesting information, while the tools used can be Instagram, Tiktok, etc. Telling customers feedback after consumers purchase goods and sharing that feedback with other customers or other terms is "viral marketing" used in marketing (Reichstein & Brusck, 2019).

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One type of electronic word of mouth (e-WOM) is customer reviews, which provide positive or negative reviews from buyers about goods sold in online shopping centers or on social media. This is very important because buyers cannot inspect products in person, so they often rely on reviews from others to reduce the risks associated with product quality when they decide to purchase an item (Nisa et al., 2022). According to Macready et al. (2020), consumer trust is an important component that is very important for the progress and survival of a company. Consumers may become more confident in a particular product when they make purchasing decisions, because they believe in the product and make better purchasing decisions. To implement a viral marketing strategy, using social media is the right choice because it allows many social media users to reach their target. This also allows information about the product to be conveyed to many customers, which in turn can influence consumer confidence in the product (Pappas, 2016). Because consumers today will be more interested in things that are current or are viral among the public (Fan et al., 2021), especially consumers aged 18-25 years who are young at heart and don't want to miss out on existing trends. Things that are viral will make consumers interested in buying the product because things that are viral will be easy for consumers to talk about and this is an attraction for consumers to buy products that are viral. Consumers who want to buy a product will consider the opinions of other consumers seen through online consumer reviews provided by online shopping or social media. This is because consumers want to know more information easily in the decision-making process. Consumers want it to collect information easily so that you are sure and don't make the wrong choice when buying a product, where consumers cannot try the product, so they need the experiences of other consumers written through online consumer reviews, therefore online consumer reviews are important for consumers in making purchasing decisions (Alefari et al., 2020). According to (Suki, 2013), a decision is a choice between two or more options. Meanwhile, according to (Suryani & Syafarudin, 2021) a purchasing decision is a series of events which include identification of the fulfillment of individual needs, sources for seeking information, evaluating alternatives, making decisions about purchasing, and behavior after making a purchase. Purchasing decisions are individual activities that directly involve the decision to purchase a product offered by the seller (Adetiya & Rahmawan, 2021).

Based on the above, the problem in this research is whether viral marketing, customer reviews influence purchasing decisions with consumer trust as a mediating variable in the Palangkaraya city of Indonesian iced tea products. The aim of this research is to analyze the influence of viral marketing, customer reviews, on purchasing decisions with consumer trust as a mediating variable. It is hoped that the research results can become a marketing strategy for Es Teh Indonesia and can increase trust and purchasing decisions more than before.

## 2. Literature review

In marketing theory, the better the relationship with consumers through dynamic capabilities with the business environment (Hunt, 2011), the better the marketing performance. So implementing a marketing system requires the expertise and ability of business actors to adapt to consumer needs such as digital-based ones (Hult & Ketchen, 2017). Some things that are easy to do are digital reviews from consumers which are useful as recommendations. Comments or discussions on the website will connect potential consumers who will use the goods or services and recommend them to other consumers (Ahadiat et al., 2021). Loyal internet users will find it easier to make decisions because they get additional information and suggestions from other users (Hunt et al., 2006; Ulaga et al., 2021). The advantages of viral marketing and customer reviews include superior service, lower costs, wider reach, more efficiency, and ongoing promotional opportunities. The main reasons for increasing popularity in marketing are: 1) Easy network access, 2) Low promotional costs. 3). Delivered more quickly to consumers.

### 2.1 *Viral Marketing impact on Purchase Decisions*

According to Rinandiyana et al. (2022), viral marketing is an effort to encourage the spread of core viral marketing messages or information to community networks or within social media circles. With the aim of marketing messages reaching target consumers, this delivery is carried out by conveying messages to target consumers, so viral marketing activities use social media. Meanwhile, according to Hendijani Fard and Marvi (2020) viral marketing refers to people who visit our website and recommend it to people who might be interested. The influence of viral marketing on consumer trust. According to the results of research conducted by (Ethelda et al., 2022) it is stated that there is a partial positive influence from viral marketing on consumer trust, because the development of consumer trust should be used as the basis for the use of marketing strategies and is intended to direct the formation of harmonious relationships with consumers. It was also proven in research conducted by Yang and Zhou (2011) that viral marketing has a direct influence on trust. Viral marketing is a marketing strategy in the digital era that only utilizes interactions carried out by social media users, or through information that can attract the attention of many audiences and become a topic of conversation and have an impact on consumption/purchase levels. Viral marketing indicators: in research conducted by Muhajir et al. (2022) suggested that viral marketing indicators are: (1) Electronic media, (2) Engagement with information, (3) Knowledge of information, (4) Discuss information, (5) Reduce uncertainty, (6) Decision to visit.

## 2.2 Customer Review on Purchase Decisions

According to Ramadan et al. (2021), several factors influence customer reviews on the internet which influence the decision to buy a particular product. This includes but is not limited to how information about the product matches the customer's knowledge, how consistent reviews provided by others are, how customers rate the product after purchase, and how customers consider their most recent reviews of the product. Based on previous research conducted by Ahmed and Rodríguez-Díaz (2020), online customer reviews have a positive effect on purchasing decisions. This is confirmed by research conducted (Mulyono, 2021) that online consumer reviews have a significant and partial influence on purchasing decisions. Purchasing decisions are follow-up actions from the previous stages, such as feelings of interest, suitability, and ability to be achieved in the purchasing decision-making process (Riyanjaya, 2022). Online reviews can be an effective strategy for marketing. Sellers and vendors prefer to use this service because it is cheap and has a direct impact on their customers. Sellers take this strategy to create an impact on potential consumer purchases. Reviews are like word of mouth, in which there is no control that can be exercised, and research on this matter is felt to have benefits for business people (Zhao et al., 2019). Customer Review Indicators according to (Guo et al., 2020) and Online consumer review indicators used in this research are: (1) Perceived Usefulness, (2) Source Credibility, (3) Quality of Argument, (4) Volume of Online Consumer Reviews, (5) Valence of Online Consumer Reviews.

## 2.3 Consumer Trust on Purchase Decisions

According to Bozic (2017) consumer trust is an important component for the progress and survival of a company. Consumers may become more confident in a particular product when they make purchasing decisions, because they believe in the product and make better purchasing decisions (Li et al., 2022). According to Tan and Chen (2021), purchasing decisions made by customers are more influenced by the level of trust which is influenced by their level of confidence in purchasing a good or service. Based on previous research conducted by Nuttavuthisit and Thøgersen (2017), online customer reviews have a positive effect on purchasing decisions and this is confirmed by Li et al. (2023). Based on previous research conducted by Wu and Huang (2023), it was found that consumer trust variables have a significant effect on purchasing decision variables, and the level of consumer trust is very important to pay attention to. Strengthened by research conducted by He et al. (2021) found that consumer trust influences purchasing decisions. Trust is also one of the psychological factors that influence consumer behavior. In buying and selling transactions, trust arises when one of the parties involved gets certainty from the other party and is willing and able to carry out his obligations. The higher the level of consumer trust in a product or service, the more it will influence consumer purchasing decisions (Mashatan et al., 2022). Indicators of consumer trust consist of include 1) Integrity, 2) Competence, 3) Consistency.

## 2.4 Purchasing decisions

Wu et al. (2022) stated that purchasing decisions are the influence of consumer availability on their decision to buy or not buy a product. Dewi et al. (2022) indicate that purchasing decisions are a person's actions and behavior when choosing an item or product, both in terms of type and quantity. Consumers, from the largest businesses to the smallest, make decisions in three stages: extended decisions, limited decisions, and general response behavior. Viral marketing according to Siti Nuraeni and Irawati (2021) encourages people to exchange information related in one way or another to products or services online. The easier it is for consumers to access the internet, the easier it is for consumers to obtain or share information obtained through social media such as Facebook, Instagram, Twitter, and other social media in the form of written reviews, photos and videos. The more information received, the more confident you will be in making a purchasing decision for the Palangkaraya city of Es Teh Indonesia products. The results of research from Asnawati et al. (2022), Chasanah and Saino (2022), Dewi et al. (2022) and Suryani and Syafarudin (2021) state that viral marketing has a positive and significant effect on purchasing decisions.

Purchasing decision indicators according to Supiyandi et al. (2022) and Zuliawaty Rajasa et al. (2023) suggest seven components as follows: (1). Decisions About Product Types. Consumers before deciding to purchase will consider whether to buy the product or use the money for other needs. In this case, the company must focus its attention on people who have an interest in purchasing the product and alternative considerations that these people have. (2). Decisions about product shape. Consumers can make decisions to choose the form of the product. These decisions concern size, quality, sound, style, and so on which can be taken into consideration by every consumer. In this case, the company must conduct research first to find out about the product in question in order to maximize purchasing decisions. (3). Decisions About Brands. Consumers have to make decisions about which brands to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand. (4). Decisions About Sales. Consumers must make decisions about where to buy products. In this case, producers, wholesalers and retailers must know how consumers choose certain sellers. (5). Decisions About Number of Products. Consumers can make decisions about how much of a product to buy. In this case, the company must prepare a large number of products according to the different desires of buyers. (6). Decisions about the time of purchase. Consumers can make decisions about when they should make a purchase. In this case the company must know factors that influence consumer decisions in determining purchase time. (7). Decisions about how to purchase. Consumers must make decisions about the method or means of paying for the products they will purchase, whether in cash, credit or via electronic payment. In this case, the company must know the buyer's wishes regarding the payment method.

### 3. Research Methodology

The type of research used by researchers is quantitative. Quantitative research is research where the data is in the form of numbers. This is adapted to the opinion of (Kristinae et al., 2019) who states that quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other methods of quantification (measurement). Based on theory and several previous research results, a conceptual framework can be created to solve this research problem. The conceptual framework in this research is as follows:

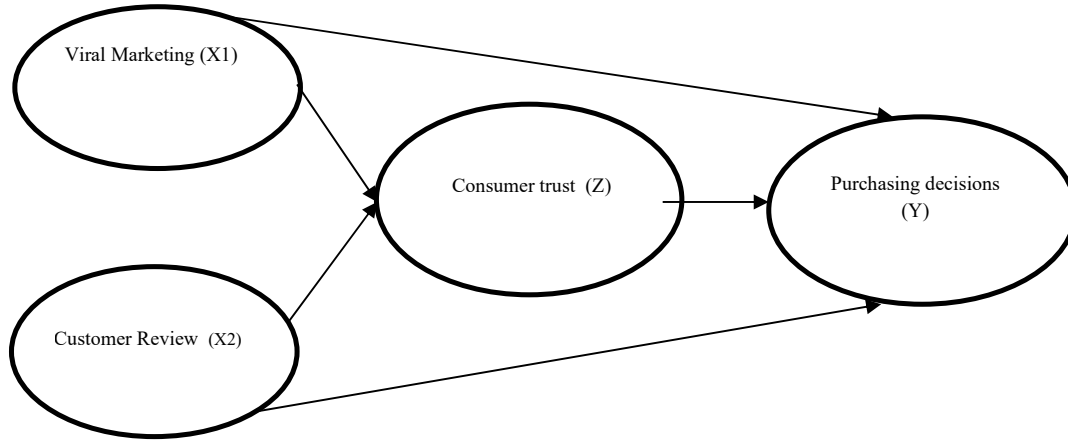


Fig. 1. Conceptual Framework

The hypothesis of this research are as follows,

- H<sub>1</sub>:** Viral marketing has an influence on purchasing decisions for Es Teh Indonesia products in Palangkaraya city.
- H<sub>2</sub>:** Viral marketing has an influence on consumer trust in the Palangkaraya city of Es Teh Indonesia products.
- H<sub>3</sub>:** Customer reviews influence purchasing decisions for Es Teh Indonesia products in Palangkaraya city.
- H<sub>4</sub>:** Customer reviews have an influence on consumer trust in Es Teh Indonesia products in Palangkaraya city.
- H<sub>5</sub>:** Consumer trust influences purchasing decisions for Es Teh Indonesia products at Palangkaraya city.

The population in this study were consumers of Es Teh Indonesia at the Jekan Raya city, Palangka Raya. The total sample was 105 respondents using a non-probability sampling method with age criteria of 15 to 45 years and had purchased Jekan Raya city iced tea products twice. Data collection techniques were performed using questionnaires and data analysis techniques were accomplished using descriptive statistics, with the Partial Least Squares (PLS) approach and analysis tools in the form of SmartPLS 3.0 software.

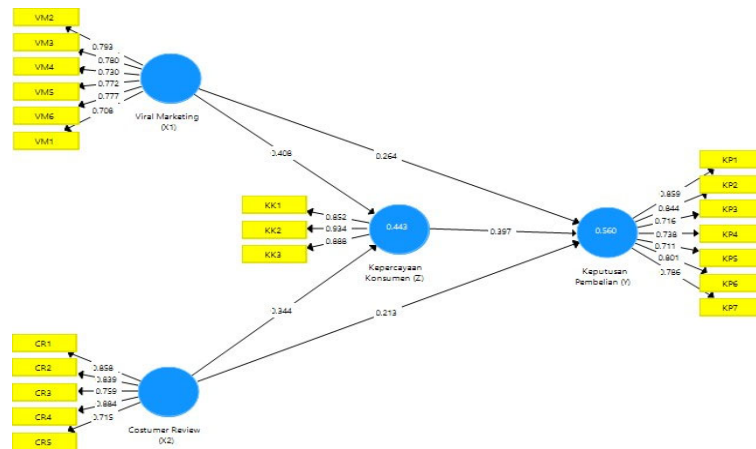


Fig. 2. Outer Loading

According to Sugiyono (2017), a research instrument is a tool used to measure observed natural and social phenomena. In this research, researchers used a Likert scale as the scale used to measure respondents' answers. According to Hartono (2016), the Likert scale is a scale used to measure subject responses on a 5-point scale with equal intervals. The Likert scale is widely used which requires respondents to indicate the degree of agreement or disagreement with each statement related to the object

being assessed (Hermawan & Amirullah, 2016). This model focuses on testing the validity and reality of presenting each variable. This model is measured by testing convergent validity, discriminant validity and reliability tests. The measurement model carried out using data tabulation and questionnaires produces the following results. To test convergent validity, the outer loading or outer factor value is used. An indicator is declared to meet the convergent validity requirements in a category if the outer loading value is  $> 0.7$ . Fig. 2 shows the outer loading values for each indicator in the research variables. Each dimension with indicators provides a loading factor value  $> 0.7$ , which means that all variable indicators are valid. The results of the loading factor also show that it has met convergent validity (Kristinae et al., 2020). Reliability tests are carried out to prove the accuracy, consistency, and consistency of the instrument in measuring the construct.

**Table 1**  
Composite Reliability

Construct	Cronbach Alpha	Composite Reliability	Result
Viral Marketing (X1)	0.856	0.891	Reliable
Customer Review (X2)	0.872	0.907	Reliable
Purchasing Decision (Y)	0.892	0.916	Reliable
Consumer Trust (Z)	0.871	0.921	Reliable

Source : Authors, 2023

The parameters for variables are declared reliable, namely the composite reliability and Cronbach alpha values are  $> 0.7$  and are still acceptable if  $> 0.6$  (Sarstedt et al., 2020) Apart from observing the value of outer loadings, convergent validity can also be seen through the Average Variant Extracted (AVE) value for each indicator, the value is required to be  $> 0.5$  (Memon et al., 2021).

**Table 2**  
Average Variant Extracted (AVE)

Construct	Average Variant Extracted
Viral Marketing (X1)	0.662
Customer Review (X2)	0.795
Purchasing Decision (Y)	0.610
Consumer Trust (Z)	0.578

Source : Authors, 2023

The structural model in PLS is evaluated by looking at the R Square (R2) for each endogenous variable as the predictive power of the structural model (Sarstedt et al., 2022), looking at the Q-Square (Q2) value which is used to measure how good the observation values produced by the model and its parameters are, and looking at from the path efficiency value to determine significance based on the t-statistic value. The following is the structural model in this research:

**Table 3**  
Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P-Values	Results
<i>Viral Marketing (X1) → Purchasing Decision (Y)</i>	0.264	0.258	0.127	2.081	0.038	significant
<i>Viral Marketing (X1) → Consumer Trust (Z)</i>	0.408	0.407	0.122	3.356	0.001	significant
<i>Customer Review (X2) → Purchasing Decision (Y)</i>	0.213	0.224	0.123	1.729	0.084	Non significant
<i>Customer Review (X2) → Consumer Trust (Z)</i>	0.344	0.352	0.107	3.218	0.001	significant
<i>Consumer Trust (Z) → Purchasing Decision (Y)</i>	0.397	0.394	0.103	3.84	0.000	significant

Source : Authors, 2023

- Hypothesis Testing 1: The test results show that the influence of viral marketing on purchasing decisions is significantly positive with a value of 0.264. This is based on the t-statistic value  $> t$ -table, namely  $2.081 > 1.96$  and the p-value  $< 0.05$ , namely  $0.038 < 0.05$ . So it can be concluded that hypothesis 1 can be accepted.
- Hypothesis Testing 2: The test results show that the effect of viral marketing on consumer trust is significantly positive with a value of 0.408. This is based on the t-statistic value  $> t$ -table, namely  $3.356 > 1.96$  and the p-value  $< 0.05$ , namely  $0.001 < 0.05$ . So it can be concluded that hypothesis 2 can be accepted.
- Hypothesis Testing 3: The test results show that the influence of customer reviews on purchasing decisions is not significant with a value of 0.213. This is based on the t-statistic value  $< t$ -table, namely  $1.729 < 1.96$  and the p-value  $> 0.05$ , namely  $0.084 > 0.05$ . So it can be concluded that hypothesis 3 is rejected.
- Hypothesis Testing 4: The test results show that the influence of customer reviews on consumer trust is significantly positive with a value of 0.344. This is based on the t-statistic value  $> t$ -table, namely  $3.218 > 1.96$  and the p-value  $< 0.05$ , namely  $0.001 < 0.05$ . So it can be concluded that hypothesis 4 can be accepted.

- e. Hypothesis Testing 5: The test results show that the influence of consumer trust on purchasing decisions is significantly positive with a value of 0.397. This is based on the t-statistic value  $>$  t-table, namely  $3.84 > 1.96$  and the p-value  $<$  0.05, namely  $0.000 <$  0.05. So it can be concluded that hypothesis 5 can be accepted.

Mediation testing is carried out to determine which exogenous variables have the greatest and smallest impact on endogenous variables, and/or to determine how intervening or mediating variables influence the specific indirect effect test.

**Table 4**  
Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values	Results
<i>Viral Marketing</i> (X1) $\rightarrow$ consumer trust (Z) $\rightarrow$ Purchasing decisions (Y)	0.136	0.137	0.051	2.65	0.008	significant
<i>Customer review</i> (X2) $\rightarrow$ Consumer Trust (Z) $\rightarrow$ Purchasing decisions (Y)	0.162	0.164	0.073	2.228	0.026	significant

Source: authors, 2023

From the table the influence of the viral marketing variable on purchasing decisions through consumer trust as a mediating variable has a positive effect with a value of 0.136. This is based on the t-statistic value  $>$  t-table, namely  $2.65 > 1.96$  and the p-value  $<$  0.05, namely  $0.008 <$  0.05. So, it can be concluded that consumer trust can mediate the relationship between viral marketing and purchasing decisions. Then, the influence of customer reviews on purchasing decisions through consumer trust as a mediating variable has a positive effect with a value of 0.162. This is based on the t-statistic value  $>$  t-table, namely  $2.228 > 1.96$  and the p-value  $<$  0.05, namely  $0.026 <$  0.05. So, it can be concluded that consumer trust can mediate the relationship between customer reviews and purchasing decisions. So, it can be concluded that the results of this research show that viral marketing, customer reviews and partial consumer trust (Part Mediation) have a positive and significant effect on purchasing decisions.

The research results show that viral marketing, consumer trust have a significant positive effect on purchasing decisions for Iced Tea products in the Palangkaraya city, viral marketing, customer reviews of consumer trust have a significant positive effect on consumer trust in Es Teh Indonesia products in the Palangkaraya city. And the research results show that customer reviews do not have a significant influence on purchasing decisions for Es Teh Indonesia products in the Palangkaraya city. The results show that viral marketing and customer reviews mediated by consumer trust have a significant positive effect on consumer trust.

The limitation of this research is that researchers only found 56% of the factors that influence purchasing decisions and 44.3% of the factors that influence consumer trust. So there are still 44% and 55.7% of other factors that were not examined in this research. Suggestions for further research include expanding the research object and adding variables such as loyalty and lifestyle variables.

## 4. Conclusion and Discussion

### 4.1 The influence of viral marketing on purchasing decisions

Based on the test results, it was found that the influence of viral marketing on purchasing decisions was significantly positive. These results are supported by the opinion of previous research (Suleman et al., 2023; Puriwat & Tripopsakul, 2021). This means that viral marketing can influence purchasing decisions, one of the things that makes it viral is having an active chat group on social media. Consumers want to get information about the products they buy and where they are purchased. With active chat groups on social media, consumers can easily talk about the products they want to buy, including information on price, quality, etc. And with an active chat group, it will be easier for consumers to make purchasing decisions.

### 4.2 The Influence of viral marketing on consumer trust

Based on the test results, it was found that the effect of viral marketing on consumer trust was significantly positive. These results are supported by the opinion of previous research from (Bozic, 2017) proving that viral marketing has a positive effect on consumer trust. Likewise, Li et al. (2023) research found that viral marketing had a positive and significant effect on consumer trust. This means that if viral marketing is carried out, consumer confidence will be high. Through viral marketing, information about a product or service can be spread quickly across various communication channels, such as social media, blogs, or message chains. Thus, consumer trust in a brand or product can grow organically when customers receive recommendations from other people and the level of trust in Indonesian iced tea products increases.

#### 4.3 The influence of customer review on purchasing decisions

The third discussion is “the influence of customer reviews on purchasing decisions”. Based on the test results, it was found that the influence of customer reviews on purchasing decisions was not significant. These results are supported by the opinion of previous research conducted by Dwidienawati et al. (2020) which stated that online customer reviews had no influence on purchasing decisions. This is also confirmed by research conducted by Xu (2020) that online customer reviews have no effect on purchasing decisions. This means that it is hoped that Es Teh Indonesia will be able to improve the quality of arguments in every piece of information in Es Teh content, because people now prefer watching video footage rather than reading, so it would be better if Es Teh Indonesia always utilized video review content in the form of consumer reviews.

#### 4.4 The influence customer review on consumer trust

Based on the test results, it was found that the influence of customer reviews on consumer trust was significantly positive. These results are supported by the opinion of previous research from research conducted by Fan et al. (2021) stating that the online consumer review variable has an influence and significance on consumer trust, because reviews given by other consumers online can create trust for consumers. This is reinforced by research conducted by Kraft et al. (2022) that the customer review variable has a positive and significant influence on consumer trust. This means that customer reviews can also be used as a reference to determine consumer trust in Indonesian iced tea products. Having customer reviews can strengthen consumer trust by showing positive reviews from satisfied customers. Using testimonials or quotes from customer reviews to praise a product or service can increase consumer trust.

#### 4.5 The influence consumer trust on purchasing decision

Based on the results, it was found that the influence of consumer trust on purchasing decisions had a significant positive effect. These results are supported by the opinion of previous research from (Qtaishat, 2022) which found that consumer trust variables have a significant effect on purchasing decision variables, and the level of consumer trust is very important to pay attention to. The same thing was stated by research conducted by He et al. (2021) that consumer trust has a positive and significant effect on purchasing decisions. This means that the higher the level of consumer trust in the Es Teh Indonesia company, the greater the likelihood that consumers will make purchasing decisions about Indonesian iced tea products.

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