

## THE INFLUENCE OF INFLUENCER MARKETING, BRAND AWARENESS, AND VIRAL MARKETING ON PURCHASE DECISIONS OF SCARLETT PRODUCTS (A SURVEY OF THE COMMUNITY IN KUNINGAN REGENCY)

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### Abstract

*Major changes in society today are the result of technological advancements that have intervened in all aspects of civilization and culture. Various types of information can now be easily. Many companies are utilizing social media to market or promote their products, enabling them to attract a large number of consumers in making purchasing decisions—one example being the decision to purchase Scarlett beauty products.*

*The purpose of this study is to determine the influence of influencer marketing, brand awareness, and viral marketing on purchase decisions (a survey of Scarlett users in Kuningan Regency). This research is a descriptive quantitative study. The population in this study is the community in Kuningan Regency. The sample consists of 100 individuals. The sampling technique used in this study is non-probability sampling. Data were collected using a questionnaire with a value range of 1 to 10. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS 25 software. The results of this study indicate that: (1) Influencer Marketing, Brand Awareness, and Viral Marketing simultaneously influence purchase decisions; (2) Influencer Marketing influences Purchase Decisions; (3) Brand Awareness influences Purchase Decisions; and (4) Viral Marketing influences Purchase Decisions.*

**Keyword:** *Brand Awareness, Marketing Influencer, Purchasing Decisions, Scarlett, Viral Marketing*

### INTRODUCTION

The development of information and communication technology has brought significant changes to the world of marketing. One of the most notable changes is the emergence of marketing through influencers and social media platforms, which has transformed the way producers interact with consumers. This change affects nearly all aspects of life, including the marketing of beauty products.

The growing beauty industry today involves a variety of products and services designed to care for and enhance physical appearance, including cosmetics, skincare, and beauty procedures. Technological advancements and evolving lifestyles have significantly influenced the growth of this industry. Not only internationally, the beauty industry in Indonesia has also experienced rapid growth. One of the rising newcomers in the beauty industry is Scarlett,

which was founded in 2017 by public figure Felicya Angelista, born in Jakarta on November 2, 1994, and currently 29 years old. Commonly known as Feli, she established Scarlett with the aim of offering solutions for those who want to care for their skin and achieve healthy and radiant skin. This initiative received positive responses from the Indonesian public, as the common skin tones in Indonesia are medium to light brown, which led many women to try the product, making it a market success.

In an effort to expand internationally, the strategies employed include influencer marketing, brand awareness, and viral marketing—approaches that have become increasingly popular and are frequently used by companies to boost product appeal and influence consumer behavior. In this context, influencer marketing plays a crucial role in building emotional connections between consumers and products, where influencers act as intermediaries who can influence purchasing decisions through the content they create. Additionally, brand awareness is a key factor in creating brand preference among consumers, which in turn can drive purchase decisions. Equally important is viral marketing, which leverages the power of social media and rapidly shareable content to significantly increase brand exposure.

Purchase decision refers to the process in which consumers select and buy a product or service. Factors such as needs, preferences, price, past experiences, and marketing or recommendation influences can affect a person's decision to buy. This is a critical stage in the consumer journey and can be influenced by various psychological and economic factors. According to Agustina & Hinggo in (Satdiah et al., 2023), a purchase decision is a final decision made by a customer to buy a good or service, based on several specific considerations. Meanwhile, according to Kotler & Armstrong in (Febrianti et al., 2023), a purchase decision refers to consumer behavior in selecting, buying, and using products, services, experiences, or ideas to fulfill their needs and desires, whether individually, in groups, or within organizations.

Influencer marketing is a marketing strategy in which brands collaborate with individuals who have influence and a large following on social media to promote products or services. Influencers help raise awareness and influence perceptions of the brand. According to Sudha & Sheena (2017:16), an influencer can attract attention to drive the desires and

needs of consumers and their social media followers as target customers when choosing a product to meet their daily needs. Ki & Kim in (Athaya & Irwansyah, 2021) state that influencers are considered digital opinion leaders because their reputation often stems from their expertise on specific topics, such as beauty or fashion.

Brand awareness is the ability of consumers to recall, recognize, and associate a brand with its name, logo, and other related elements. According to Durianto et al. (2017:54), brand awareness refers to the capacity of potential consumers to identify and remember a brand within a specific product category. Meanwhile, Husnawati (2017) explains that brand awareness is a fundamental dimension of brand equity and is often considered a crucial prerequisite in consumers' purchase decisions.

Viral marketing is a marketing strategy in which information or messages about a product or service spread rapidly through consumer sharing. According to Mulyaputri & Sanaji (2021), viral marketing involves the dissemination of messages or data, whether shared voluntarily or not, among contacts. Wiludjeng & Nurlela (2013) state that viral marketing is the process of spreading messages through electronic channels used to communicate a product to the public on a wide and growing scale.

Table 1. Top 10 Best-Selling Skincare Brands on E-Commerce

NO	BRAND	PERCENT
1.	Somethinc	53,9
2.	Scarlett	40,9
3.	MS Glow	29,4
4.	Avoskin	28,0
5.	Whitelab	25,3
6.	Azarine	22,8
7.	Wardah	18,3
8.	Erha	11,5
9.	Emina	7,4
10	Bio Beauty Lab	5,7

Source : Kompas

Based on the data above, Scarlett ranks in the Top 3, specifically in second place, positioned between Somethinc and Ms Glow. Ideally, with efforts to implement strategies aligned with current trends—particularly Korea being the center of public attention—by using a highly popular South Korean celebrity endorser, Scarlett should have secured the first position. With the increasing number of local skincare brands, Scarlett must find new ways to attract consumer attention more effectively.

Additionally, based on sales data from one of the beauty stores in Kuningan Regency, Dhiva Cosmetik, Scarlett has experienced a decline in sales over the past few years. Below is the sales data of *Scarlett* at *Dhiva Cosmetik* beauty store.

Table 2. Sales Data Over 4 Years at Dhiva Cosmetik Store

NO	Brand	2020	2021	2022	2023
1.	Somethinc	78	83	89	105
2.	Whitelab	40	46	52	61
3.	Scarlett	42	40	34	29

Source: Dhiva Cosmetik, (2024)

Based on the four-year sales data, Somethinc holds the first position with consistent annual increases. In second place is Whitelab, which, despite relatively low sales figures, shows a steady yearly increase. Lastly, in third place is Scarlett, which has experienced a decline each year. Scarlett recorded sales of 42 units in 2020, 40 units in 2021, 34 units in 2022, and 29 units in 2023. This indicates a year-on-year decline in sales. From 2020 to 2021, sales decreased by 2 units; from 2021 to 2022, the decrease was 6 units; and from 2022 to 2023, the decrease was 5 units. Based on this data, it is evident that Scarlett has experienced a decline in sales for three consecutive years.

According to a study conducted by Yohanes et al. (2021), influencer marketing has a positive and significant effect on purchase decisions. However, a study by Baronah et al. (2023) found that influencer marketing has a **negative and significant** effect on purchase decisions. A study by Apriliani & Ekowati (2023) revealed that **brand awareness** has a **positive**

**and significant** influence on purchase decisions, while research by Muthiah & Setiawan (2019) found that brand awareness has a **negative and insignificant** effect on purchase decisions. Furthermore, research by Rimbahari et al. (2023) indicated that **viral marketing** has a **positive and significant** effect on purchase decisions, while a study by Fajriyah & Karnowati (2022) found that viral marketing has a **negative and insignificant** effect on purchase decisions.

## LITERATURE REVIEW AND HYPOTHESIS

### *Purchase Decision*

A purchase decision is a complex process that each consumer undergoes when selecting and buying a product or service, involving various considerations. This process includes multiple factors that influence the final decision and often consists of planned steps. According to Kotler & Armstrong (2016:177), a purchase decision is consumer behavior regarding how individuals, groups, and organizations select, purchase, use goods, services, ideas, or experiences to satisfy their needs and desires. Kotler & Armstrong (2016:188) identify the following indicators of purchase decisions:

1. Product choice
2. Brand choice
3. Distributor choice
4. Purchase timing
5. Purchase quantity
6. Payment method

### *Influencer Marketing*

Influencer marketing is a marketing strategy in which brands collaborate with individuals who have influence and a large number of followers on social media to promote products or services. Influencers also affect and create awareness of the brand. According to Ki & Kim (2019), influencers are considered digital opinion leaders because their reputation often comes from knowledge about specific topics such as beauty or fashion.

There are several indicators of influencer marketing according to Ki & Kim (2019), including:

1. Attractiveness
2. Prestige
3. Expertise
4. Information

### ***Brand Awareness***

Brand awareness is the ability of consumers to recall, recognize, and associate elements such as logos or brand names related to a product. According to Keller (2013), brand awareness is an individual's ability to recognize and remember a brand within a specific product category and is a key dimension of brand equity. According to Keller in Mokoagouw et al. (2023), the indicators of brand awareness include:

1. Recall
2. Recognition
3. Purchase
4. Consumption

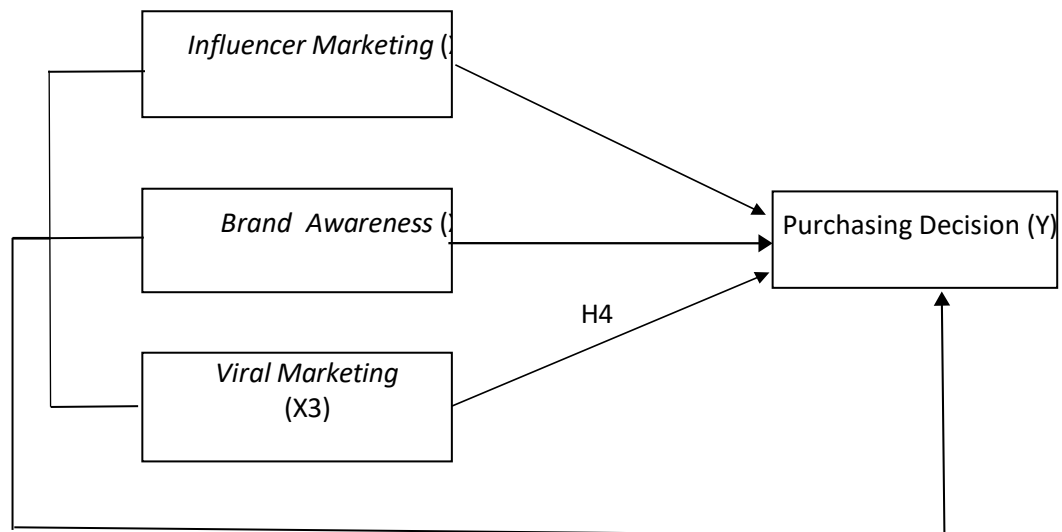
### ***Viral Marketing***

Viral marketing is a strategy where information or messages about a product or service are rapidly spread through consumer sharing. According to Wiludjeng & Nurlela (2013), viral marketing is the process of spreading messages through electronic channels used to communicate products to the public broadly and effectively.

According to Wiludjeng & Nurlela (2013), the indicators of viral marketing are as follows:

1. Social media
2. Opinion leader involvement
3. Product knowledge
4. Talking about the product

## Research Paradigm



Picture 1. Research Paradigm

From the image above, it can be seen that the independent variables—Influencer Marketing, Brand Awareness, and Viral Marketing—collectively influence the dependent variable, which is Purchase Decision. Additionally, the independent variable Influencer Marketing individually affects the dependent variable Purchase Decision; Brand Awareness also affects the dependent variable Purchase Decision; and Viral Marketing influences the dependent variable Purchase Decision as well.

### Description:

X1: Influencer Marketing

X2: Brand Awareness

X3: Viral Marketing

Y : Purchase Decision

Based on the description above, it can be identified that Purchase Decision is the dependent variable (Y), while Influencer Marketing, Brand Awareness, and Viral Marketing are the independent variables (X).

## Hypothesis

H1: Influencer Marketing, Brand Awareness, and Viral Marketing have a positive effect on Purchase Decision.

H2: Influencer Marketing has a positive effect on Purchase Decision.

H3: Brand Awareness has a positive effect on Purchase Decision.

H4: Viral Marketing has a positive effect on Purchase Decision.

## **Methodology**

This study employs a descriptive quantitative method. The population in this research consists of residents in Kuningan Regency, with a sample of 100 respondents. The sampling technique used in this study is purposive sampling, where the sample is selected based on specific criteria.

Data collection was conducted using a questionnaire distributed via Google Forms. The questionnaire used an interval scale ranging from 1 to 10, where statements for each variable were scored from 1–5 (strongly disagree) to 6–10 (strongly agree). This scoring system aims to capture responses to the questionnaire items. Data analysis was carried out using multiple linear regression analysis, assisted by the SPSS 25 application

## **Result and Discussion**

### **Result**

#### **Normality Test**

The purpose of the normality test is to determine whether, in a linear regression model, both the dependent and independent variables have a normal distribution. A good regression model is one in which the data distribution is normal or close to normal (Ghozali, 2016).

The normality test in this study uses the Kolmogorov-Smirnov test. The decision-making criteria are based on the probability value, as follows:

- a. If the probability  $> 0.05$ , then the sample distribution is normal.
- b. If the probability  $< 0.05$ , then the sample distribution is not normal.



Table 3. Normality Test Result

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	4,12404995
Most Extreme Differences	Absolute	,078
	Positive	,078
	Negative	-,044
Test Statistic		,078
Asymp. Sig. (2-tailed)		,136 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

Lilliefors Significance Correction.

Source: SPSS 25 Output, (2024)

Based on Table 3, it can be seen that the result of the normality test shows an Asymp. Sig. (2-tailed) value of 0.136, which is greater than 0.05. Therefore, it can be concluded that the data is normally distributed.

**Multicollinearity Test**

The Multicollinearity Test is used to determine whether there is a correlation between independent variables in the regression model. A good regression model should have no correlation among the independent variables (Ghozali, 2016). To test for multicollinearity, the tolerance value or the variance inflation factor (VIF) can be used, as follows:

- If the VIF value is less than 10 and tolerance is  $> 0.1$ , then there is no multicollinearity.
- If the VIF value is greater than 10 and tolerance is  $< 0.1$ , then multicollinearity exists.

Table 4. Multicollinearity Test Result

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	31,097	2,602		11,953	,000		
<i>Influencer Marketing</i>	,175	,062	,176	2,845	,005	,429	2,332
<i>Brand awareness</i>	,150	,061	,161	2,465	,015	,386	2,592
<i>Viral Marketing</i>	,672	,076	,646	8,877	,000	,311	3,220

a. Dependent Variable: Purchasing Decision

Source: SPSS 25 Output, (2024)

Based on Table 4, it can be seen that the tolerance values for the variables are as follows: Influencer Marketing (X1) is 0.429, Brand Awareness (X2) is 0.386, and Viral Marketing (X3) is 0.311. These values are all greater than 0.1. The VIF values for the variables are as follows: Influencer Marketing (X1) is 2.332, Brand Awareness (X2) is 2.592, and Viral Marketing (X3) is

3.220. These values are all smaller than 10. Therefore, it can be concluded that there is no multicollinearity issue between the independent variables in the regression model.

### Heteroscedasticity Test

Heteroscedasticity aims to test whether the regression model exhibits unequal variance of the residuals from one observation to another. This can also be tested using the Glejser Test, which aims to determine whether there is unequal variance of the residuals from one observation to another in the regression model.

A good regression model should not exhibit heteroscedasticity. Heteroscedasticity is not present if the significance level is greater than 0.05.

Table 5. Heteroscedasticity Test Result

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,996	1,630		3,679	,000
	<i>Influencer Marketing</i>	,004	,039	,015	,097	,923
	<i>Brand awareness</i>	-,027	,038	-,116	-,721	,472
	<i>Viral Marketing</i>	-,027	,047	-,102	-,567	,572

a. Dependent Variable: Abs\_RES

Source: SPSS 25 Output, (2024)

From the table above, it can be seen that the significance values of the three independent variables are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model.

### Multiple Linear Regression Analysis

According to Priyanto (2013), multiple linear regression analysis is used to analyze or predict the influence of several independent variables on a single dependent variable simultaneously.

Multiple linear regression can be expressed using the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

#### Explanation:

- **Y** = Purchase Decision
- **a** = Constant
- **b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub>** = Coefficients of variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>
- **X<sub>1</sub>** = Influencer Marketing
- **X<sub>2</sub>** = Brand Awareness
- **X<sub>3</sub>** = Viral Marketing
- **e** = Standard error

Table 6. Multiple Linear Regression Analysis Result

#### Coefficients<sup>a</sup>

	Unstandardized Coefficients	Standardized Coefficients	

Mode		B	Std. Error	Beta	t	Sig.
1	(Constant)	31,097	2,602		11,953	,000
	<i>Influencer Marketing</i>	,175	,062	,176	2,845	,005
	<i>Brand awareness</i>	,150	,061	,161	2,465	,015
	<i>Viral Marketing</i>	,672	,076	,646	8,877	,000

a. Dependent Variable: Purchase Decission

Source: SPSS 25 Output, (2024)

From Table 6, the following values are obtained:

1. **The constant value is 31.097**, which indicates that if there is no Influencer Marketing, Brand Awareness, or Viral Marketing, the Purchase Decision value will be 31.097.
2. **The Influencer Marketing variable (X1)** has a positive regression coefficient of 0.175, which means that if Influencer Marketing (X1) increases by one unit, the Purchase Decision (Y) will increase by 0.175 units. Conversely, if Influencer Marketing (X1) decreases by one unit, the Purchase Decision (Y) will decrease by 0.175 units.
3. **The Brand Awareness variable (X2)** has a positive regression coefficient of 0.150, which means that if Brand Awareness (X2) increases by one unit, the Purchase Decision (Y) will increase by 0.150 units. Conversely, if Brand Awareness (X2) decreases by one unit, the Purchase Decision (Y) will decrease by 0.150 units.
4. **The Viral Marketing variable (X3)** has a positive regression coefficient of 0.672, which means that if Viral Marketing (X3) increases by one unit, the Purchase Decision (Y) will increase by 0.672 units. Conversely, if Viral Marketing (X3) decreases by one unit, the Purchase Decision (Y) will decrease by 0.672 units.

5. **The standardized beta coefficients** represent the beta coefficient values of each independent variable. Based on the results of the multiple linear regression analysis above, the standardized beta coefficient for the Influencer Marketing variable (X1) is 0.175; for the Brand Awareness variable (X2), the value is 0.161; and for the Viral Marketing variable (X3), the value is 0.646.

### Coefficient of Determination Test ( $R^2$ )

According to Ghozali (2016), the coefficient of determination is essentially used to measure how well the model explains the variation of the dependent variable based on the independent variables.

Table 7. Multiple Linear Regression Analysis Result

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,918 a	,842	,837	4,1879

a. Predictors: (Constant), *Viral Marketing*, *Influencer Marketing*, *Brand awareness*

Source: SPSS 25 Output, (2024)

Based on Table 7, it can be seen that the R square value is 0.842, indicating that the influence of the independent variables (influencer marketing, brand awareness, and viral marketing) on the dependent variable (purchase decision) is 84%. This means that 84% of the purchase decision is influenced by influencer marketing, brand awareness, and viral marketing, while the remaining 16% is influenced by other factors not examined in this study.

### Hypothesis Testing

#### F-Test (Simultaneous Test)

According to Ghozali (2016), the simultaneous influence test is used to determine whether the independent variables collectively have an effect on the dependent variable. The statistical test in this study uses a significance level (confidence level) of 0.05. If the significance level is less than 0.05 or the calculated F value (F count) is greater than the F table value, it means that all independent variables simultaneously have a significant effect on the dependent variable.

Table 8. F Test Result (Simultaneous Test)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8971,669	3	2990,556	170,506	,000
	Residual	1683,771	96	17,539		
	Total	10655,440	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Viral Marketing, Influencer Marketing, Brand awareness

Source: SPSS 25 Output, (2024)

Based on Table 8, the calculated F value (F count) for the variables influencer marketing, brand awareness, and viral marketing on purchase decision is 170.506 at a 5% significance level, with degrees of freedom ( $df_1$ ) = number of variables – 1 = 4 – 1 = 3, and the second degree of freedom ( $df_2$ ) =  $n - k - 1 = 100 - 3 - 1 = 96$ . The F table value is 2.70. Since F count > F table (170.506 > 2.70), the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted. With a significance value of  $0.000 < 0.05$ , it can be concluded that influencer

marketing (X1), brand awareness (X2), and viral marketing (X3) simultaneously have a significant effect on purchase decision (Y).

### t Test (Parcial test)

According to Ghozali (2016), this test is used to determine the effect of each independent variable on the dependent variable. The t-test in this study uses a significance level (confidence level) of 0.05 with the following testing criteria:

1. If the significance value (p-value) < 0.05 and the calculated t value (t count) > t table, then the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means there is a significant partial effect of the independent variable (X) on the dependent variable (Y).
2. If the significance value > 0.05 and the calculated t value (t count) < t table, then the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected. This means there is no significant partial effect of the independent variable (X) on the dependent variable (Y).

Table 9. t Test Result (Parcial test)

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,097	2,602		11,953	,000
	<i>Influencer Marketing</i>	,175	,062	,176	2,845	,005



<i>Brand awareness</i>	,150	,061	,161	2,465	,015
<i>Viral Marketing</i>	,672	,076	,646	8,877	,000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 Output, (2024)

Based on the results of the partial test (t-test) above, the following conclusions can be drawn:

1. The calculated t value for **influencer marketing** is 2.845 with a significance level of 0.005. Referring to the t-table at a 5% significance level and degrees of freedom (df) =  $n - k - 1 = 100 - 3 - 1 = 96$ , the t-table value is 1.98498. Since the t value > t table and the significance < 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that influencer marketing has a significant partial effect on purchase decision.
2. The calculated t value for **brand awareness** is 2.465 with a significance level of 0.015. Referring to the t-table at a 5% significance level and df = 96, the t-table value is 1.98498. Since the t value > t table and the significance < 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that brand awareness has a significant partial effect on purchase decision.
3. The calculated t value for **viral marketing** is 8.877 with a significance level of 0.000. Referring to the t-table at a 5% significance level and df = 96, the t-table value is 1.98498. Since the t value > t table and the significance < 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that viral marketing has a significant partial effect on purchase decision.

## Discussion

### The Influence of Influencer Marketing, Brand Awareness, and Viral Marketing on Purchase Decisions

Based on the research findings above, the influence of influencer marketing, brand awareness, and viral marketing on purchase decisions can be considered strong. This is supported by the results of the simultaneous test (F-test), which show that these variables significantly affect purchase decisions. Furthermore, the coefficient of determination ( $R^2$ ) in this study is 0.842, indicating that influencer marketing, brand awareness, and viral marketing collectively influence purchase decisions by 84%.

These findings are consistent with previous studies. Yohanes et al. (2021) found that influencer marketing has a positive and significant effect on purchase decisions. Apriliani and Ekowati (2023) concluded that brand awareness has a positive and significant effect on purchase decisions. Rimbahari et al. (2023) also showed that viral marketing has a positive and significant effect on purchase decisions. This supports the acceptance of the first hypothesis (H1).

### **The Influence of Influencer Marketing on Purchase Decisions**

Based on the analysis of the effect of influencer marketing on purchase decisions for Scarlett products in Kuningan Regency, the results show that influencer marketing has a positive effect on purchase decisions. The t-test value is  $t\text{-count} > t\text{-table}$  ( $2.845 > 1.98498$ ) with a significance level of  $0.005 < 0.05$ . This indicates that influencer marketing directly influences purchase decisions. These findings support the study by Yohanes et al. (2021), which also found that influencer marketing has a positive and significant effect on purchase decisions. Therefore, the second hypothesis (H2) is accepted. In other words, influencer marketing partially and significantly affects purchase decisions.

### **The Influence of Brand Awareness on Purchase Decisions**

The analysis of the effect of brand awareness on purchase decisions for Scarlett products in Kuningan Regency indicates that brand awareness has a positive influence on purchase decisions. The t-test value is  $t\text{-count} > t\text{-table}$  ( $2.465 > 1.98498$ ) with a significance level of  $0.015 < 0.05$ . This shows that brand awareness directly influences purchase decisions. These results support previous research by Apriliani and Ekowati (2023), who found that brand awareness has a positive and significant effect on purchase decisions. Hence, the third

hypothesis (H3) is accepted. In summary, brand awareness partially and significantly influences purchase decisions.

### **The Influence of Viral Marketing on Purchase Decisions**

The analysis of the effect of viral marketing on purchase decisions for Scarlett products in Kuningan Regency reveals that viral marketing has a positive impact on purchase decisions. The t-test value is  $t\text{-count} > t\text{-table}$  ( $8.877 > 1.98498$ ) with a significance level of  $0.000 < 0.05$ . This means that viral marketing directly affects purchase decisions. The results are consistent with the findings of Rimbahari et al. (2023), who concluded that viral marketing has a positive and significant impact on purchase decisions. Therefore, the fourth hypothesis (H4) is accepted. In other words, viral marketing partially and significantly affects purchase decisions.

### **Conclusion**

Based on the findings and discussion regarding the influence of influencer marketing, brand awareness, and viral marketing on purchase decisions for Scarlett in Kuningan Regency, the following conclusions can be drawn:

1. Influencer marketing (X1), brand awareness (X2), and viral marketing (X3) have a significant effect on purchase decisions (Y). This means that improvements in these variables will lead to an increase in purchase decisions for Scarlett products.
2. Influencer marketing (X1) has a positive and significant effect on purchase decisions (Y). In other words, the higher the level of influencer marketing, the greater the impact on purchase decisions for Scarlett.
3. Brand awareness (X2) has a positive and significant effect on purchase decisions (Y). This indicates that increased brand awareness will lead to higher purchase decisions for Scarlett.
4. Viral marketing (X3) has a positive and significant effect on purchase decisions (Y). This suggests that higher levels of viral marketing will positively influence purchase decisions for Scarlett.

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