THE EFFECT OF INFLUENCER MARKETING, VIRAL MARKETING AND CUSTOMER ENGAGEMENT ON PURCHASE INTENTION AT BLOODS STORE IN PURWOKERTO

Muhammad Ramadhan[1]; Herni Justiana Astuti[2]; Erny Rahmawati[3]; Mastur Mujib Ikhsani[4]
Faculty of Economics and Business, University of Muhammadiyah Purwokerto[1,2,3,4]
Email : respectramadhan@gmail.com[1]; herni99@gmail.com[2];
ernyrachmawati67@gmail.com[3]; mastur_mujib@yahoo.co.id[4]

ABSTRACT

This research investigates the multifaceted influence of contemporary marketing methodologies, namely influencer marketing, viral marketing, and customer engagement, on consumers' purchase intentions. The statistical analysis method for this study was SmartPLS 3.0. 150 students from the Faculty of Economics and Business Jenderal Soedirman University, the State Islamic University Prof. KH. Saifuddin Zuhri Purwokerto, and the University of Muhammadiyah Purwokerto, used an online questionnaire for this study to indicate their intention to purchase blood from Blood Store Purwokerto. This study's conclusions demonstrate that influencer marketing, viral marketing, and customer engagement has a positive and significant impact on the purchase intention. By understanding the synergistic effects of these marketing approaches, businesses can strategically tailor their campaigns to optimize customer engagement and enhance purchase intentions, ultimately fostering greater success in today's competitive market landscape.

Keywords : Influencer Marketing; Viral Marketing; Customer Engagement; Purchase Intention

ABSTRAK

Penelitian ini menyelidiki pengaruh beragam metodologi pemasaran kontemporer, yaitu influencer marketing, viral marketing, dan customer engagement, terhadap niat beli konsumen. Metode analisis statistik untuk penelitian ini adalah SmartPLS 3.0. 150 mahasiswa dari Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman, Universitas Islam Negeri Prof. Saifuddin Zuhri Purwokerto, dan Universitas Muhammadiyah Purwokerto, menggunakan kuesioner online untuk penelitian ini untuk menunjukkan niat mereka untuk membeli darah dari Blood Store Purwokerto. Kesimpulan dari penelitian ini menunjukkan bahwa influencer marketing, viral marketing, dan keterlibatan pelanggan memiliki dampak positif dan signifikan terhadap niat beli. Dengan memahami efek sinergis dari pendekatan pemasaran ini, bisnis dapat secara strategis menyesuaikan kampanye mereka untuk mengoptimalkan keterlibatan pelanggan dan meningkatkan niat beli, yang pada akhirnya mendorong kesuksesan yang lebih besar dalam lanskap pasar yang kompetitif saat ini.

Kata kunci : Influencer Marketing; Viral Marketing; Customer Engagement; Purchase Intention

INTRODUCTION

Among the younger consumer groups are students. Apart from meeting their academic requirements, they also engage in consumer activities such as purchasing

clothing to maintain their appearance. Consumption actions, such as purchasing products like makeup, clothes, watches, shoes, purses, and electronics, are also carried out to support their image. Communication technology that is now increasingly advanced and developed has caused various influences for its users. The internet is a form of communication technology development that has become a necessity for some people. This technological change has brought significant changes, especially for students. According to CNBC Indonesia (2022) which is an online mass media affiliated with CNBC International and is part of the detiknetwork under the Transmedia Group, Internet is an abbreviation of Interconnected Network. It's like a global communications network connecting computers and computer networks from all over the world, which allows you to exchange information and communicate with each other. In 2023, 215 million people, or 78,19% of Indonesia's population, will use the internet. The user of the Internet in Indonesia is 51,9% male and 48,1% are female. In 2022-2023 internet use in Indonesia increased by 77,02%, of which the increase is 1,17% which can be seen in Figure 1 in appendix penetration of internet users in Indonesia (APJII, 2023).

This research is a development of influencer marketing variables and viral marketing variables which are further developed with customer engagement variables that test their influence on purchase intention. Purchase intentions are defined as "the deliberate plan of an individual to buy a product." Because of purchase intentions refer to the likelihood or possibility of consumers purchasing a specific product, purchase intentions were thought to come before actual purchase behavior. Advertisers and academics have long used purchase intentions to assess customers' product perceptions (Lou & Yuan, 2019). With the current advertising and marketing literature, purchase intention is an intensively researched area. The intention to buy a specific product or service is part of the consumer's cognitive behaviour, as described by Ling et al., (2020). A consumer's behavior is stylishly predicted from intents that correlate directly to the action and surroundings, supported by the theory of planned behavior (TPB), which was created from the proposition of reasoned action (Ajzen & Madden, 1986). It goes on to say that the intention measure is more useful than behavioral measurements because consumers may acquire products because of restrictions rather than a true preference. Based on this assumption, the present investigation supported the purchase intention of the guests, as demonstrated by their intention to acquire a commodity.

In today's dynamic and interconnected digital landscape, the realms of marketing have witnessed a transformative shift, marked notably by the emergence of influential trends such as influencer marketing, viral marketing, and customer engagement. Implementing new technologies and transforming the business into digital enterprises leads to success (Limna & Phayaphrom, 2021). Nowadays, television, radio, newspapers, and other new media forms have emerged as highly influential. Consumers obtain information through various media channels known as online social media. Social media creates influencers who can benefit both the product owner and the consumer. Influencers are people who can create viral content or have a large number of followers and engagements on social media (Lou & Yuan, 2019).

The influencers receive numerous requests to review their products on online platforms like YouTube, Instagram, and Facebook. The interplay between these strategies has become a focal point for researchers and marketers alike, as they seek to comprehend and harness the impact of influencer collaborations, viral content dissemination, and interactive customer engagement on shaping consumer purchase intentions. The results showed that the impact of influencer marketing and consumer engagement on purchasing intentions was substantial, according to (Lim & Kesumahati, 2022). According Lou & Yuan, (2019) the reseach show that influencer marketing have a positive and significant impact on purchase intention. The other study shows that influencer marketing has no significant impact on the purchase intention, Nurhandayani et al., (2019) and Saima & Khan, (2020).

Harvard Business School first introduced the term "viral marketing." lecturer Jeffrey Rayport in his 1996 Fast Company article, "The Virus of Marketing. Viral marketing have significant on purchase intentions in mobile applications users (Fard & Marvi 2019). According Choshaly et al., (2022) viral marketing have significant on purchase intentions in eco-labelled products. The purchase intentions of consumers based on the quality of viral marketing messages for clothing products are significant, as stated by (Sook Fern et al., 2020). Numerous marketers from a range of companies have expressed interest in viral marketing. The goal of viral marketing is to persuade consumers to spread a promotional message to others (Choshaly et al., 2022). The findings of the other study, by Widyarsih (2023) and Liu & Wang (2019), indicate that viral marketing has no discernible impact on purchase intention.

Customer participation is one of the elements to successfully executing an enterprise that is a component of a linked advertising strategy. Customer engagement also refers to the interaction through various channels between external stakeholders such as manufacturers, companies, or customers (Islam et al., 2020). Liew and Song (2019) suggest that customer participation on social media is a significant factor in driving purchase intentions within the Malaysian hotel business. Bismo et al. (2019) assert that purchase intention is significantly influenced by customer involvement. According to the majority of research, customer engagement greatly influences purchase intentions; however, the degree of this impact varies depending on the engagement behaviors and, in the case of customer acquisition, the number of engagements (Run et al., 2022). According Prentice et al., (2019) until the advent of social commerce, traditional eCommerce was hampered by a lack of human and social context and customer involvement. Purchase intentions are influenced by the study evidence that examines customer engagement in live streaming digital marketing. The other study shows that cutomer engagement has no significant effect on the purchase intention, (Wibowo & Cuandra, 2023).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory Of Planned Behavior

Theory of planned behavior (TPB) elucidates how an individual's attitudes, actions, and subjective norms shape their behavior. It underscores that intentions arising from these factors significantly impact one's actions. This theory encompasses an individual's evaluation of behaviors as morally good or bad and the social pressure exerted by others, influencing whether certain behaviors are carried out. Intentions represent the motivational aspect driving an individual's conduct, indicating both the aspiration for a specific behavior and the level of effort to be invested (Ajzen, 1991).

Within the framework of TPB, pivotal factors contribute to shaping and altering behaviors. These factors encompass personal attributes like worldview, disposition, intellect, and emotions, as well as societal aspects including education, income, family structure, age, religious beliefs, and cultural background. Additionally, informational elements like media exposure, knowledge, expertise, and prior experiences also play influential roles (Ajzen, 2005).

Purchase Intention

The term "purchase intention" describes a customer's plan to make a purchase or utilize a service (Liu & Wang, 2019). Meanwhile, purchasing decisions are the process of making decisions regarding purchases which includes what is determined to be purchased or what is not purchased (Farih et al., 2019). Most customers look into their product and study with the influencer through online search about the information both brand and influencer provided. Customers also have their self-perception by the consumer's behavior. If self-perception and influencers come together with interest, it will turn to purchase decision-making (Hermanda et al., 2019).

Purchase intentions are defined as "an individual's deliberate plan to make an effort to buy a product." Because purchase intentions refer to the likelihood or possibility of consumers purchasing a specific product, purchase intentions were thought to come before actual purchase behavior. Advertisers and academics have long used purchase intentions to assess customers' product perceptions (Lou & Yuan, 2019). Figure 2 in appendix shows for the framework hypothesis.

Influencer Marketing

An influencer or what is usually called an influencer according to Joseph Greeny is someone who can provide an influence on someone. Meanwhile, Influencer marketing as stated by Brown and Hayes (2007) "For professionals at the forefront of purchasing decisions, this new approach to marketing is crucial in a decade's time." The word influence can be broadly defined as the power to affect a person, something or series of things. In Hestianingsih (2019), Oddie Randa, Chief Operating Officer of Gushcloud Marketing Group, identified four categories of influencers based on their following count. The first category of influencers with fewer than 20,000 followers are called nano influencers. The second kind, known as micro-influencers, have between 20,000 and 100,000 followers. Macro influencers are the third type of influencer with more than 100.000 followers. On the other hand, influencers with more than 1 million followers are sometimes referred to as premium influencers or celebrities. The results of this study support earlier research findings from studies conducted (Lim & Kesumahati, 2022) and (Lou & Yuan, 2019), which shows that influencer marketing has a significant positive impact the purchase intention.

- H1: Influencer Marketing has a positive and significant impact on the Purchase Intention.

Viral Marketing

Viral marketing was first used in 1996 by Harvard Business School professor Jeffrey Rayport.Article "The Virus of Marketing" from Fast Company. Meanwhile, according to Boentoro & Paramita (2019), viral marketing is a type of marketing strategy that uses social media to spread its message. Its theory of operation is based on the idea that viral viruses spread by themselves. So viral marketing is an online marketing strategy that is carried out to achieve certain marketing goals by getting individuals to receive a message about products and services, and then encouraging them to spread the message to other individuals so that the spread of the message will continue to grow.

For most digital content marketing strategies, viral marketing is in principle the best case scenario (Forbes, 2022). According Fard & Marvi (2019) viral marketing have significant on purchase intentions in mobile applications users. All Digital Content has the potential for virality as a result of the rise in Social Media. Obviously, some content is more likely to do this. Products can be quickly marketed to consumers via social media. Social media also makes marketing communications more interactive between producers and consumers. Good communication makes marketing more effective. This was stated by Suripto (2019).

One of the most modern techniques for advertising goods and services is viral marketing, which is defined as the utilization of interactive technology (Alberto et al., 2019). Numerous marketers from a range of companies have expressed interest in viral marketing. The goal of viral marketing is to persuade consumers to spread the word about an advertisement to others (Choshaly et al., 2022). Three dimensions—massenger, message, and environment—can be used as a standard for viral marketing. (2011) Kaplan et al. The results of this study support earlier research findings from studies conducted by Fard & Marvi (2019) and Choshaly et al. (2022), which demonstrate that viral marketing has a significant positive impact the purchase intention.

- H2: Viral Marketing has a positive and significant impact on the Purchase Intention.

Customer Engagement

A company's relationship marketing strategy includes client interaction, which is one of the keys to its success. Islam et al. (2020) define customer engagement as the interaction or communication that takes place across a range of channels between external stakeholders, such as customers and producers or businesses. Offline customer engagement can take place during the marketing process, e.g. through interaction with producers or by connecting to them on Internet platforms. One sign of a successful customer engagement strategy is a rise in the demand and consumption of a good or service (Islam et al., 2020). As mentioned in the introduction, Bismo et al. (2019) claim that this research has demonstrated the significance of digital marketing in fostering consumer interaction and raising purchase intentions. Social media and email marketing are just two of the various digital marketing platforms that people use today to run their businesses, as we've just discussed. The research's conclusions support those of other studies conducted by Bismo et al., (2019), Goetha & Manafe (2022), Islam et al., (2020), Prentice et al., (2019), and Run et al., (2022), which shows that customer engagement has a significant positive impact the purchase intention.

- H3: Customer Engagement has a positive and significant impact on the Purchase Intention.

RESEARCH METHOD

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018:113). This research uses quantitative techniques, uses purposive sampling techniques and uses multiple regression equation formulas. 150 students from the Faculty of Economics and Business at Jenderal Soedirman University, University of Muhammadiyah Purwokerto, and State Islamic University Prof. KH. Saifuddin Zuhri Purwokerto were chosen as respondents for this study, which makes use of an online questionnaire with the largest sample size among the Purwokerto universities. Retrieved from the relevant university website, 8,798 students in total have indicated a wish to purchase. The processing of this data will begin in 2023. to acquire a total sample size of 150 by using the

Roscoe approach. Afterwards, this data is processed using the SmartPLS program 3.0.

RESULTS AND DISCUSSION

In Table 1 in appendix indicates that the majority of participants in this study are students in the age of 20 years old and the majority of gender is males at Jenderal Soedirman University, University of Muhammadiyah Purwokerto, and State Islamic University Prof. KH. Saifuddin Zuhri Purwokerto and the majority of the study program is other management and accounting, with the majority of students receiving monthly allowances between Rp. 1.000,000 and Rp. 2.000,000, and the majority of respondents receiving their financial resources from their parents.

Outer model

The outer loadings/loadings factor value indicates that the first analysis is a convergent validity analysis. Although loading factor values in the range of 0,6-0,7 are still regarded as typical for exploratory analysis, it is a commonly used practical recommendation to facilitate convergent validity assessment in confirmatory research to make sure that outer loading is greater than 0.07. In accumulation, the Average Variance Extracted (AVE) must have a value greater than 0.5. Nonetheless, between 0.5 and 0.6 is still regarded as meeting the criterion in the early phases of developing a loading factor measurement device (Ghozali, 2021). The output of the outer model is displayed in Figure 3 of the appendix.

As can be seen in Table 2 in the appendix for each variable construct, the findings of the data analysis demonstrated the importance of outside loading, or convergent validity. The outer loading for these variable indicators exceeded 0.5, according to the output of the outer loading study. Therefore, it could be seen as acceptable.

According to Table 3 in the appendix shows that all variable constructs are bigger than other variables, demonstrating discriminant validity (the Fornell-Larcker criterion). Apart from that, the value of AVE is already greater than 0.5. Consequently, it can be concluded that all variable constructs are valid because they all have relatively high AVE values (all above 0.5). As a result, the discriminant validity value might be considered legitimate.

The results of the analysis show that all of the research's variables are dependable since they yield sufficient Cronbach's Alpha values, or higher than 0,6, as shown in

Table 4 of the appendix. As a result, the data is regarded as trustworthy and can move on to the next analytical phase after passing the reliability test.

Inner Model

The purchase intention construct in the model had a R square value of 0,653, or the coefficient of determination, as shown in Table 5 in the appendix. This indicates that the purchase intention contributed 65,3% of the total, while the remaining 34,7% was influenced by outside research variables, customer engagement, influencer marketing, and viral marketing. The formulas for multiple regression equations are Y = 0,199X1 + 0,164X2 + 0,529X3 + e or Purchase Intention = 0,199.Influencer Marketing + 0,164.Viral Marketing + 0,529.Customer Engagement + e.

Notes: P-value greater than 0,05 (not supported); P-value minor than 0,05 (supported).

Significant values of 0.05 or 5% are used in the criteria for hypothesis testing. In the event that the value is significant less than 0.05 and the t-count value exceeds t-table 1,96, Table 6 in the appendix shows how the independent variable may significantly affect the dependent variable (Hypothesis supported). Meanwhile, let's assume that the significant value is greater than 0.05 and the computed value is less than t-table 1,96. If there is no appreciable effect of the independent variable on the dependent variable, the hypothesis is rejected. These are the results of the hypothesis test:

Due to the lack of influencer marketing on purchase intention, the first hypothesis is supported, as demonstrated by the interpretation of the hypothesis test given in Table 6 in the appendix. As a result of the investigation, the statistical t-statistics of 2,478 have a P-value of 0,014, which is less than 0.05, and surpass the critical value from the t-table (1,96). The intention to buy is influenced by influencer marketing. This suggests that influencer marketing entails the capacity to manipulate consumer intention to buy. Put differently, even with the use of influencer marketing, the intention to buy is greatly influenced. This is understandable given that students still have a lot of influence on influencer marketing. The results of this research reinforce previous findings Dangi et al., (2020), (Lim & Kesumahati, 2022), and Lou & Yuan, (2019), which state that influencer marketing has a positive and significant impact on the purchase intention.

The analytical results showed that the influence of viral marketing on purchase intention was greater than 0,05, with a P-value of 0,030 and a t-statistic value of 2,179, which is higher than the t-table (1,96). Therefore, the second hypothesis test was

supported. There is relationship between viral marketing and purchase intention. This shows that viral marketing influence product purchase intentions. This can happen because students know that viral content have an effect on their personal desires over their needs. The implication of these findings is that if marketers want to see these links approved, viral marketing messages need to feature stronger calls to action. Another possible reason for the lack of purchase intent is that the majority of recipients interested in purchasing the advertised brand. The results of this investigation are consistent with those of a study conducted by Choshaly et al., (2022), Boentoro & Paramita (2019), Fard & Marvi (2019), and Sook Fern et al., (2020), which also found that viral marketing has a positive and significant impact on the purchase intention.

The analysis of the third hypothesis test is supported by the original sample size of 0,653, the P-value on 0,000 less than 0,05, and the statistical t-statistic of 6,517 greater than the t table (1,96). Purchase intention is positively and significantly impacted by customer engagement. This suggests that the customer's involvement with the product has a major impact on the student's intention to purchase. Students can arrange themselves to think about whether or not they really need to buy a product. Additionally, by analyzing the relationship between customer engagement and purchase intention, the study adds to the body of knowledge regarding customer engagement. The results of this study support earlier research findings from studies conducted by Bismo et al., (2019), Goetha & Manafe (2022), Islam et al., (2020), Liew & Song (2019), Prentice et al., (2019), and Run et al., (2022) which shows that customer engagement has a positive and significant impact on the purchase intention.

CONCLUSION

The following conclusions can be made based on the findings of a study conducted by distributing questionnaires to 150 sample respondents in order to examine the impact of influencer marketing, viral marketing, and customer engagement on purchase intention at the bloods store in Purwokerto:

1. Influencer marketing has a positive and significant impact on the purchase intention.
2. Viral marketing has a positive and significant impact on the purchase intention.
3. Customer engagement has a positive and significant impact on the purchase intention.

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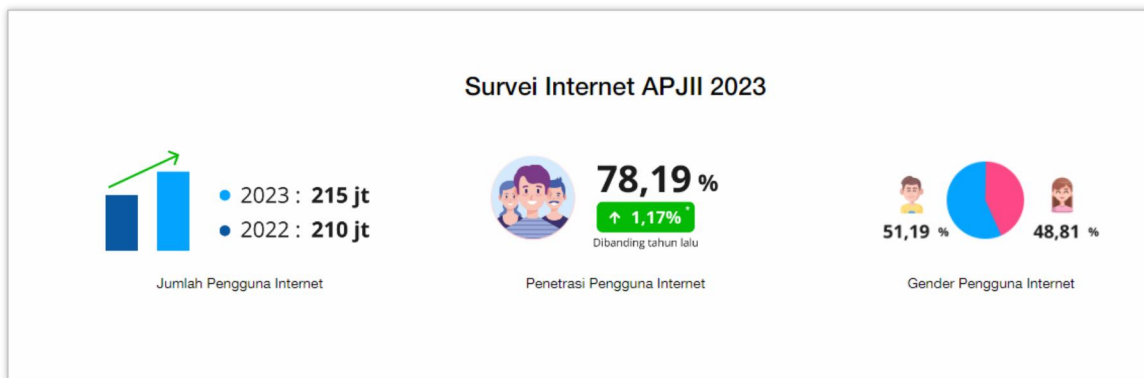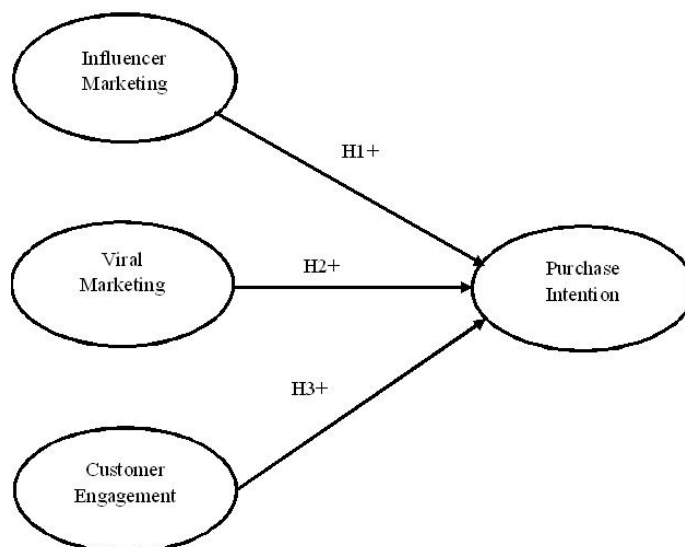
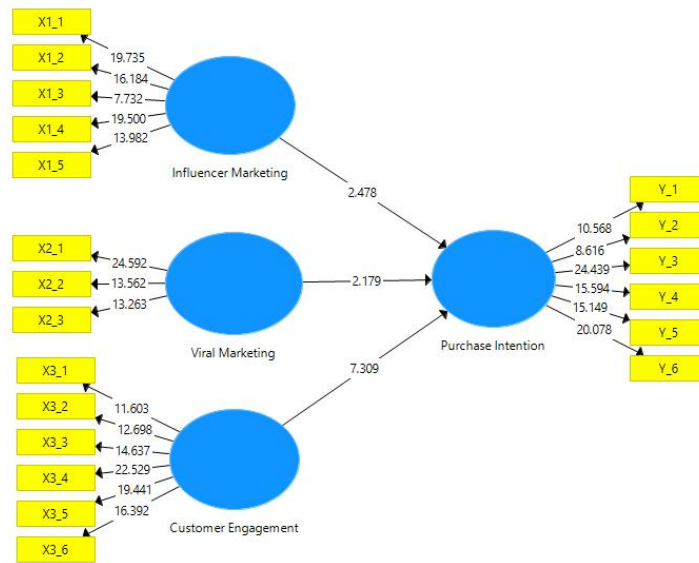Figure 1. Penetration of Internet Use in Indonesia

Figure 2. Conceptual Framework

Figure 3. PLS Algorithm

Table 1. Descriptive Respondents

Descriptive Respondents		
Age	Total	Percent %
18	16	11%
19	28	19%
20	39	26%
21	32	21%
22	20	13%
23	14	9.33%
24	1	0.67%
Total	150	100%
Gender	Total	Percent %
Male	80	53.33%
Female	70	46.67%
Total	150	100%
University	Total	Percent
Jenderal Soedirman University	55	37%
University of Muhammadiyah Purwokerto	53	35%
State Islamic University Prof. KH. Saifuddin Zuhri Purwokerto	42	28%
Total	150	100%
Study program	Total	Percent
Management	55	36.67%
Accountancy	21	14.00%
Other	74	49%
Total	150	100%
Monthly Allowance	Total	Percent %
<Rp. 1.000.000	53	35%
Rp. 1.000.000 - Rp. 2.000.000	75	50%
>Rp. 2.000.000	22	15%
Total	150	100%
Source: SmartPLS output, 2023		

Table 2. Convergent Validity (Outer Loading)

	Customer Engagement	Influencer Marketing	Purchase Intention	Viral Marketing
X3_4	0.761			
X3_5	0.758			
X3_6	0.741			
X3_3	0.723			
X3_1	0.701			
X3_2	0.691			
X1_1		0.804		
X1_2		0.762		
X1_3		0.613		
X1_4		0.745		
X1_5		0.731		
X2_1				0.822
X2_2				0.756
X2_3				0.729
Y_1			0.652	
Y_2			0.547	
Y_3			0.794	
Y_4			0.729	
Y_5			0.736	
Y_6			0.785	

Source: SmartPLS output, 2023

Table 3. Dicriminant Validity (Fornell-Larcker Criterion)

	Customer Engagement	Influencer Marketing	Purchase Intention	Viral Marketing
Customer Engagement	0.73			
Influencer Marketing	0.722	0.734		
Purchase Intention	0.78	0.683	0.712	
Viral Marketing	0.66	0.628	0.638	0.77

Source: SmartPLS output, 2023

Table 4. Cronbach's Alpha, Composite Reliability, and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Customer Engagement	0.824	0.828	0.872	0.532
Influencer Marketing	0.784	0.795	0.853	0.538
Purchase Intention	0.801	0.812	0.859	0.507
Viral Marketing	0.657	0.664	0.813	0.593

Source: SmartPLS output, 2023

Table 5. Results of R-Square Value

R Square	R Square Adjusted
0.653	0.646

Source: SmartPLS output, 2023

Table 6. Test the hypothesis (bootstrapping)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Engagement -> Purchase Intention	0.529	0.532	0.072	7.309	0
Influencer Marketing -> Purchase Intention	0.199	0.202	0.08	2.478	0.014
Viral Marketing -> Purchase Intention	0.164	0.163	0.075	2.179	0.03