

## THE EFFECT OF VIRAL MARKETING AND SOCIAL MEDIA INSTAGRAM ON REPURCHASE INTENTION THROUGH CONSUMER TRUST AS AN INTERVENING VARIABLE

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### Abstract

*The purpose of this research is to determine the effect of; viral marketing to customer trust; viral marketing on consumer repurchase intention; customer trust on consumer repurchase intention; viral marketing on consumer repurchase intention through customer trust as an intervening variable. This study uses a quantitative descriptive method with a purposive sampling method of 200 respondents. This research data collection using an online method to distribute questionnaires to respondents. This research data analysis method uses SmartPLS 3.0. The results from this study indicate that the viral marketing variable has a significant positive effect on consumer trust in Cake by Nadia consumers. The viral marketing variable has a significant positive effect on consumer repurchase intention in Cake by Nadia. The consumer trust variable has a significant positive effect on consumer repurchase intention in Cake by Nadia Consumers. Then, the viral marketing variable has a significant positive effect on consumer repurchase intention through consumer trust as an intervening variable on Cake by Nadia consumers.*

**Keywords:** Viral Marketing, Instagram, Consumer Repurchase Intention, Customer Trust

### Introduction

The development of increasingly sophisticated technology and the internet breaks down many boundaries, such as in communication, the dissemination of information and advertising. All of these activities can be carried out using virtual media without the need for face-to-face contact. Therefore, changes occur in the lifestyle and needs of people, with no exception to Indonesians. Indonesians spend an average of six hours per day using the internet. The age group 16-25 years spent the most time on the internet, which was 9.7 hours per day. According to the World Bank (2021), 36% of Indonesians use the internet to communicate, which includes sending messages and electronic mail, which serves as the primary use of the internet.

Being an internet user also means becoming a social media user. More than 85% of internet users in Indonesia are users of various social media apps, such as WhatsApp, Facebook, and Instagram (Monavia A. R. 2021). Instagram is currently the third most used social media platform. The application grants all application users the ability to share any visual, audio or video content as long as the content adheres to the rules and avoids restrictions that have been arranged wisely by the application company and government. In Indonesia, the number of Instagram users recorded in July 2021 is more than 90 million users. The largest users are in the 18-24 year age group, which is 36.4%.

The increasing number of Social Media users has encouraged many small to large businesses to start focusing on marketing through social media. However, it is also prone to unlawful actions by criminals pretending to be online businesses. The loss that can befall consumers includes losses beyond financial means, but also regarding the confidentiality of personal data. Indonesia currently has a very high number of online frauds. The Directorate of Cyber Crime (Ditpidisiber) of the Criminal Investigation Unit of the National Police received more than 3,000 reports of cybercrime cases during January – July 2019. Reports of online fraud tops the record, with 1,243 cases (Andrea Lidwina. 2019). Based on this, all internet users have become more vigilant and wiser in using online applications, which are more prone to data leaks that can harm a lot of people.

Cake by Nadia is an Food and Beverage MSME, offering desserts, such as cakes and fruit salads since 2017, where marketing of their products is done more online using the social media Instagram, used to offer products that are produced by Cake by Nadia, as well as information on product distribution locations that have partners with Cake by Nadia's businesses using various Instagram features, such as Instagram Stories, Instagram Feeds, Captions and Hashtags. In their viral marketing strategy using Instagram, several main features have been utilized, namely spreading messages through story posts and hashtags (#) or hashtags in captions. Insta story is a feature on Instagram where users can share content that can improve the quality of the content to be more interesting and informative. In a post, Cake by Nadia's business remarketed to the consumers who have purchased Cake by Nadia products and provide feedback about the products they buy through Instagram, along with the photo and mention of the account @cakebynadia that was shared to its followers. Consumers with prior knowledge of the quality of the products and services from the business will create a sense of security because they already know the business, so that the consumers would have trust or confidence in the value of the products they will get so that they feel comfortable for knowing that the quality of business products and services are guaranteed to be satisfactory. Because consumers have grown a sense

of trust in the business, this can result in the emergence of interest in re-purchasing the product because, of course, an individual would prefer a business or product that they are familiar with for the value and service of their business. Viral marketing itself also invites new followers to the @cakebynadia account because the audience wants to know or are curious about what makes Cake by Nadia products. Not only that, but consumers who have purchased Cake by Nadia products are also likely to follow the @cakebynadia account to see for themselves if there are promotions or the latest information such as the latest products or limited offers shared by businesses. So, consumers who have purchased Cake by Nadia products have a reason to follow the @cakebynadia account because their opinions and satisfaction with Cake by Nadia products are already embedded, so they can see for themselves whether there will be more Cake by Nadia products that they can buy, and that information can be obtained from not only @cakebynadia's posts, but also reposts from consumers who have purchased Cake by Nadia products.

Based on this background, this research will have research problem that is the effect of Instagram social media viral marketing on consumer repurchase interest through consumer trust as an intervening variable.

## **Literature Review**

### **Viral Marketing**

Viral marketing, according to Kotler & Armstrong (2012), is a word-of-mouth strategy which utilizes the internet, which is related to creating an e-mail or marketing strategy that is very contagious so that consumers or customers are willing to spread and convey the message to the people around them, such as family, relatives and friends. The concept of the workings of Viral Marketing itself is like the spread of a virus, which is to reproduce itself, then spread to the people around it. A consumer who is satisfied with a product or a service they get, will naturally disseminate the information or product to their relatives to also try and prove it for themselves. The dimensions of viral marketing according to Wiludjeng (2013) are: 1. Electronic media; 2. Involvement; 3. Knowledge of the product; and 4. Discussion of the product

### **Consumer Beliefs**

According to Sunarto (2009:153), Consumer Beliefs is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Consumer confidence in a product can be created by providing or delivering the product according to the specifications advertised on the company's website. When consumers make transactions for advertised products or services, it will foster consumer confidence in the company. Consumer trust can also be created based on the honesty of a producer or marketer in conveying the characteristics of the product or service being sold in an easy to understand and detailed way to the consumers.

Yee and Faziharudean (2010: 84) say that there are two dimensions of consumer trust, namely: a. Trusting belief, the consumer perceptions of trusted parties that have three components of trusting belief are: 1. Competence is the success of the seller in producing what consumers want. 2. Benevolence, Kindness measures how much a consumer trusts the seller to behave well to consumers and the seller's willingness to serve consumers. 3. Integrity

Integrity is how much someone puts trust in the honesty of the seller to fulfil promises or agreements made. b. Trusting Intention, which is something that is deliberately done where a person depends on others in certain situations. 1. Willingness to Depend, Acceptance of the risk or negative consequences that may occur, where the point is that consumers are willing to depend on the seller. 2. Subjective probability of depending Subjectively, how much consumers are willing to provide personal information to the seller, make transactions, and follow the seller's request.

### **Consumer Purchase Intention**

Based on Priansa, (2017), repurchase interest is a behaviour that appears as a response to those showing the customer's desire to repurchase after the first or previous purchase. Repurchase occurs when consumers get satisfaction or a positive response to the value of the product or service purchased. If satisfaction or pleasure is not felt by the individual after the transaction until the use of the product, then a consumer's repurchase interest can be reduced or even lost.

The stages of consumer purchase interest can be understood through the AIDA model described by Kotler and Keller (2012), namely: 1. Attention, Companies or marketers must have the ability or have an optimal strategy to attract market attention to the value of the product to create brand awareness. 2. Interest, prospective consumers begin to receive more detailed information about the products offered. 3. Desire, prospective consumers will start thinking and discussing about the products offered because there has been a strong interest in owning or using the products that have been offered, 4. Action, prospective consumers are ready and prepared to make a transaction, that being buying or using the products offered.

Priansa, (2017) states that a purchase is impossible if a consumer is not aware of his needs and wants. Problem recognition occurs when consumers can see and recognize a significant difference between what they have and what they need. According to Priansa, (2017), the four main dimensions are: 1. Transactional Interest, interest of consumers who tend to buy goods or services produced by a company based on meeting their needs for high trust. 2. Referral Interest, the tendency of consumers to refer the company's products to

others. Interest is stimulated when consumers already have personal experience, 3. Preferential Interest, describes the behaviour of consumers who have a primary preference for a product. 4. Explorative Interests, where consumers have behaviour which is always looking for information which is more positive or supportive of the product.

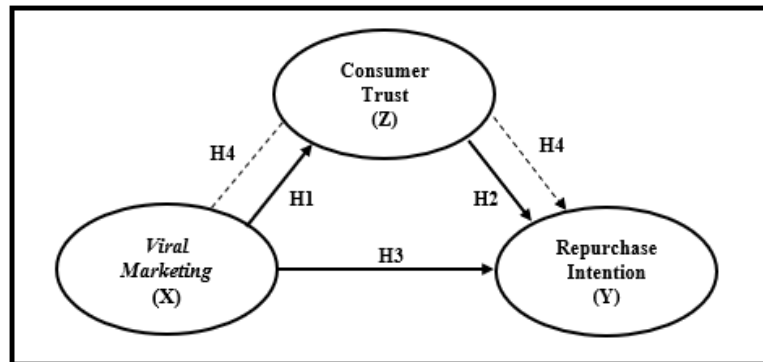


Figure 1. Research Framework

### Research Hypothesis

- H1: Viral Marketing has a significant positive effect on 'Cake by Nadia' Consumer Confidence  
 H2: Viral Marketing has a significant positive effect on Consumer Repurchase Interest of 'Cake by Nadia'  
 H3: Consumer Trust has a significant positive effect on Consumer Repurchase Interest 'Cake by Nadia'  
 H4: Viral Marketing has a significant positive effect on Consumer Repurchase Interest of 'Cake by Nadia' with Consumer Trust as an intervening variable

### Methods

#### Data source

Primary data is a data source that directly provides data to data collectors (Sugiyono, 2016). Primary data sources were obtained through distributing questionnaire surveys to research samples to obtain information.

#### Object of research

The data sample has a group of people of at least 18 years old who have and actively use Instagram social media accounts, and have purchased Cake by Nadia products in the last 3 months. The sample size taken in this study was 200 respondents

#### Data Collecting Method

The technique used to collect research data is carried out using survey or questionnaire. Questionnaires were distributed to Cake by Nadia consumers online using Google forms as questionnaires for respondents. The number of selected respondents will only be limited to 200 respondents.

In this study, PLS 3.0 was used to test the effect of the independent variable on the dependent variable through the intervening variable.

#### 1. Outer Model Testing (Measurement Model)

The outer model shows the specification of the relationship between the estimated indicator or parameter and its latent variable (measurement model). Evaluation of the outer model or measurement model is carried out to assess the validity and reliability of the model.

##### a. Convergent Validity

Convergent validity relates to the principle that the metrics of a construct should be highly correlated. For research in the early stages of developing a measurement scale, a loading factor value of 0.50 to 0.60 is still considered sufficient (Ghozali, 2020).

##### b. Discriminant Validity

Discriminant validity relates to the principle that different constructs should not be highly correlated. The method that can be used to test discriminant validity is to compare the loading value of the intended construct, which must be the largest compared to the loading value of the other constructs.

##### c. Composite Reliability

Measuring reliability for a construct with reflexive indicators can be done in two ways, namely Cronbach's Alpha and Composite Reliability. To assess construct reliability by looking at the composite reliability value which is greater than 0.70 for confirmatory research. For exploratory research, a value of 0.60 to 0.70 is still acceptable.

## 2. Testing the Inner Model (Structural Model)

Evaluation of the structural model or inner model aims to predict the relationship between latent variables. The inner model illustrates the specification of the causal relationship between latent variables (structural model) (Abdillah and Jogiyanto, 2015).

### a. R-Square (R<sup>2</sup>)

Changes in the value of R-Square can be used to outline the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. Ghozali (2020) stated that an R-Square value of 0.75 indicates a strong model, while a value of 0.50 is considered as moderate, and 0.25 a weak model.

### b. Bootstrapping (Test Hypothesis)

Bootstrapping procedure is used to assess the magnitude of the influence of a variable to other variables or between variables. The significance values (two-tailed) used are t-value 1.65 (significance level = 10%), 1.96 (significance level = 5%) and 2.58 (significance level = 1%)

## Result and Discussion

### Characteristics of Respondents

**Table 1.** Frequency Distribution of Respondents based on age

No	Age	Frequency	Percentage
1	18-21	92	46%
2	22-25	55	27,5%
3	26-29	37	18,5%
4	30-35	12	6%
5	> 35	4	2%
Total		200	100%

Source: Data processing, November 2021

**Table 2.** Frequency distribution of respondents based on the level of education

No	Education	Frequency	Percentage
1	Elementary School	0	0%
2	Junior High School	2	1%
3	High School / Vocational High School	127	63,5%
4	Undergraduate	69	34,5%
5	Graduate	2	1%
Total		200	100%

Source: Data processing, November 2021

**Table 3.** Frequency distribution of respondents based on profession

No	Profession	Frequency	Percentage
1	Student	91	45,5%
2	Employee	65	32,5%
3	Civil Servant	5	2,5%
4	Entrepreneur	36	18%
5	Retiree	3	1,5%
Total		200	100%

Source: Data processing, November 2021

**Table 4.** Frequency distribution of respondents based on the amount of purchases

No	Number of Purchase	Frequency	Percentage
1	≤ 5	146	73%
2	6 – 10	33	16,5%
3	11 – 15	17	8,5%
4	16 – 20	0	0%
5	≥ 20	4	2%
Total		200	100%

Source: Data processing, November 2021

Based on the data above, the majority of respondents in the study were in the 18–21-year-old group by 46% and most of the respondents' education level was high school at 63.5%, followed by undergraduate at 34.5%. Then, the professions of the respondent based on the data collected is mostly, students. The number of times consumers have purchased Cake by Nadia products during the last 3 months is dominated by the number of purchases not more than 5 times in the last 3 months, starting from the date the questionnaire started to be distributed in November 2021.

### Description of Research Variables

Descriptive analysis on research variables is used to compile a distribution frequency table to determine the level of value or feasibility score obtained by the variables in the study to be processed.

**Table 5.** Viral Marketing Overview

No	Indicator	Respondents' Answer					Total	Category
		1	2	3	4	5		
<b>Elektronik Media</b>								
1	Company actively uses Instagram	4	1	4	21	170	952	Very Good
2	Consumer actively uses Instagram	3	8	24	48	117	868	Very Good
Average							910	Very Good
<b>Involvement</b>								
3	Marketing involves consumer	4	4	9	43	140	911	Very Good
4	Consumer involved in marketing	10	19	47	37	87	772	Good
Average							841,5	Very Good
<b>Product Knowledge</b>								
5	Consumer awareness	5	1	5	36	153	931	Very Good
6	Product information accessible	5	0	4	31	160	941	Very Good
Average							936	Very Good
<b>Discussion of the Product</b>								
7	Spreads information	4	1	2	25	168	952	Very Good
8	Consumer shares their thoughts or experience	7	17	38	39	99	806	Good
Average							879	Very Good
Average of Viral Marketing							891,6	Very Good

Source: Data processing, November 2021

Based on the table above, the average of the Viral Marketing (X) variable is 891.6. So, based on the Viral Marketing scale range, it is in the 840-1000 group indicating very good. The highest average value is in Product Knowledge of 936. Based on this, it is stated that consumers can use Instagram social media to find information about Cake by Nadia's business or products through the @cakebynadia account which can be obtained properly and easily.

**Table 6.** Consumer Trust Overview

No	Indicator	Respondents' Answer					Total	Category
		1	2	3	4	5		
<b>Competence</b>								
1	Product similarity to photo	3	2	12	21	162	937	Very High
<b>Benevolence</b>								
2	Consumer receives fast and clear response	4	3	18	38	137	901	Very High
3	Consumer feedback Handling	3	2	12	21	162	937	Very High
Average							919	Very High
<b>Integrity</b>								
4	Consumer receives clear and responsive information	3	2	11	35	149	925	Very High

No	Indicator	Respondents' Answer					Total	Category
		1	2	3	4	5		
Willingness to Depend								
5	Trust on the display and description of products	4	1	5	27	163	944	Very High
Subjective probability of Spending								
6	Trust in the safety of personal data	3	3	2	34	158	941	Very High
Average of Consumer Trust							933,2	Very High

Source: Data processing, November 2021

Based on table above, the results of the calculation of the frequency distribution are obtained where the average of the variable Consumer Confidence (Z) is 933.2. Based on the range of the Consumer Trust value scale, the score is categorized as Very High because the average value is included in the group of 840 – 1000 (Very High). The highest value is shown to be Willingness to Depend where the value is 944, meaning that consumers have very high confidence or trust in the quality of the products of Cake by Nadia, up to the point where the product purchased or ordered reaches the consumer in a very good and satisfactory condition.

**Table 7.** Overview of Repurchase Intention

No	Indicator	Respondents' Answer					Total	Category
		1	2	3	4	5		
Transactional								
1	Consumer purchase interest from product information	4	1	7	28	160	939	Very Strong
Refferal								
2	Consumer Purchase Interest from connection references	4	2	19	39	136	901	Very Strong
Preferential								
3	Consumer buying interest due to preference	3	1	11	42	143	921	Very Strong
Explorative								
4	Consumer Purchase Interest from positive information and experiences	3	1	5	28	163	947	Very Strong
Average of Repurchase Interest							927	Very Strong

Source: Data processing, November 2021

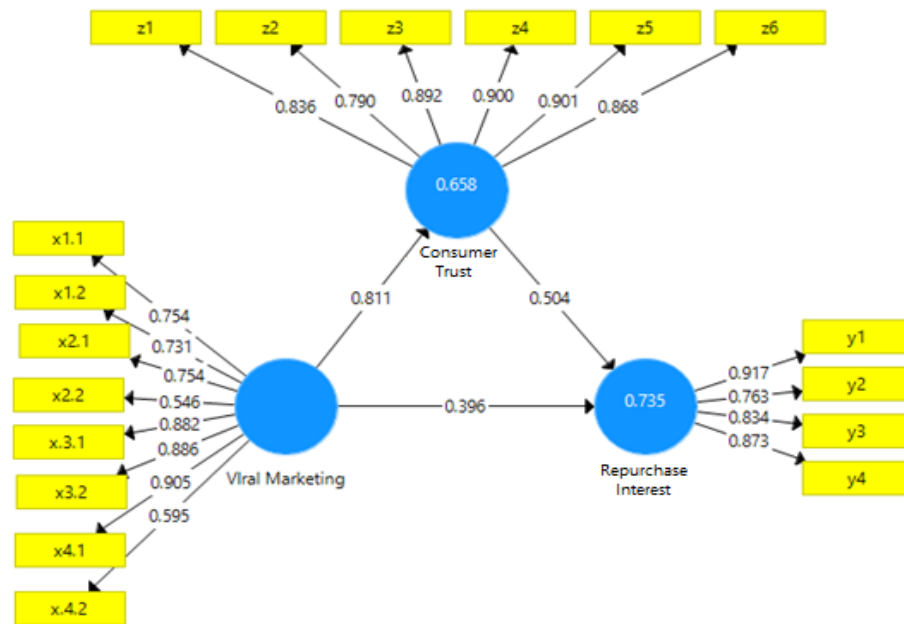
Based on the results of processing the survey data attached to table 5.7 above, the results of the calculation of the average frequency distribution on the Consumer Repurchase Interest variable (Y) are 927, where this value is in the Very Strong category because the group scale ranges from 840 – 1000 (Very Strong). The highest score was obtained by Explorative Interests with a value of 947. Based on this, it shows that consumer interest in repurchasing products from the Cake by Nadia business is very strong because they get information about the value of the product and then it is also driven by good or positive feedback from personal opinions and other consumers who have already made a purchase.

## Research Data Analysis

### Outer Model

#### Convergent Validity

The first Outer model evaluation that must be done is convergent validity of the data. Convergent validity itself is done by looking the loading factor result of every construct indicator that has been estimated with the help of software SmartPLS 3.0. the loading factor value must be above 7,0 for confirmatory research or 6,0 – 7,0 for exploratory research. However, if the research is still in the early stage of developing a measurement scale, it is still acceptable if the value is between 5,0 – 6,0. For this study, the limit for the loading factor will be 5,0.



Source : Data processing using SmartPLS 3.0, November 2021

Figure 2. Outer Model

According to the outer model, that every item has value above 5,0, so therefore every item is declared as valid, and the data could processed to the next step.

**Discriminant Validity**

Discriminant validity can be seen in the correlation construct with the indicator having a higher or highest value than other construct correlations. The discriminant of the model is declared valid if each value in each indicator has the largest loading value compared to the values of other latent variables. The results of the Discriminant Validity test in the study are attached in the following table:

Table 8. Research Data Cross Loading

	Variable Z	Variable Y	Variable X	Desc.
X1.1	0,567	0,629	0,754	Valid
X1.2	0,503	0,519	0,731	Valid
X2.1	0,559	0,559	0,754	Valid
X2.2	0,348	0,301	0,546	Valid
X.3.1	0,750	0,721	0,882	Valid
X.3.2	0,782	0,782	0,886	Valid
X4.1	0,846	0,826	0,905	Valid
X4.2	0,389	0,347	0,595	Valid
Y1	0,816	0,917	0,759	Valid
Y2	0,584	0,763	0,588	Valid
Y3	0,665	0,834	0,663	Valid
Y4	0,714	0,873	0,707	Valid
Z1	0,836	0,625	0,666	Valid
Z2	0,790	0,587	0,615	Valid
Z3	0,892	0,722	0,711	Valid
Z4	0,900	0,734	0,715	Valid
Z5	0,901	0,830	0,784	Valid
Z6	0,868	0,755	0,705	Valid

Source : Data processing using SmartPLS 3.0, November 2021

Based on the table above, each indicator on the latent variable has the largest cross loading value compared to the cross-loading value on other variables. Therefore, it can be stated that all indicators used in this study have good discriminant validity (valid).

Another way to test discriminant validity of the data is to look at the Average Variance Extracted (AVE) value of the Research Data:

**Table 9.** Average Variance Extracted (AVE)

	AVE
Consumer Trust	0,749
Repurchase Interest	0,720
Viral Marketing	0,588

Source : Data processing using SmartPLS 3.0, November 2021

Based on the table above, the AVE value shows a value higher than 5.0 which means that the model is declared valid according to the criteria of discriminant validity.

**Composite Reliability**

The composite reliability of a model is seen from the reliability value of a construct, which is the composite reliability value has more than 0.70. The result of the processed research data on the table:

**Table 10.** Composite Reliability

	Composite Reliability
Consumer Trust	0,947
Repurchase Interest	0,911
Viral Marketing	0,918

Source : Data processing using SmartPLS 3.0, November 2021

Based on the table above, the composite reliability value is higher than 0.70, it can be stated that the reliability of the model is declared valid in the composite reliability criteria.

**Inner Model**

The examination of the structural model of the data is done by examine the value of the R-Square. In assessing the structural model using SmartPLS, it begins by looking at the R-Square value of each endogenous latent variable as the predictive power of the structural model.

**Table 11.** R – Square

	R-Square value
Consumer Trust	0,749
Repurchase Interest	0,720

Source: Data processing using SmartPLS 3.0, November 2021

Based on the table above, the results of the R-Square value obtained by Consumer Trust are 0.749 which can be interpreted that the variability of the Consumer Trust construct that can be explained by the variability of Viral Marketing is 74.9% while 25.1% is explained by other variables outside of the research.

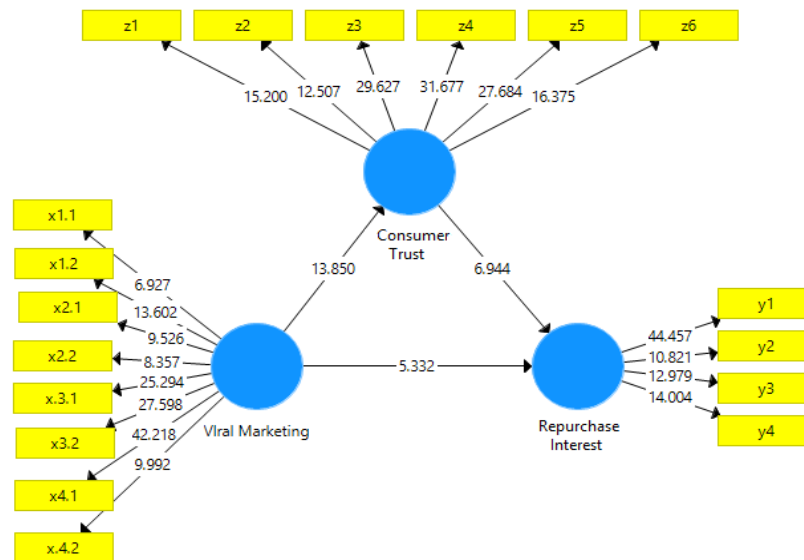
Then, the R-Square value obtained by Consumer Repurchase Interest is 0.720 which can be interpreted that the variability of the Consumer Repurchase Interest construct which can be explained by the variability of Viral Marketing and Consumer Confidence is 72% while 28% is explained by other variables outside the researched.

**Hypotesis Examination**

Hypothesis Examination in this study was done to see the effect between variable by doing a procedure called Bootstrapping to determine the effect between variable by looking at significance value (two-tailed) that is used in the study. Bootstrapping also has a purpose to minimalize abnormality to significance level of the data. The Significant value that is used in this study for hypothesis examination is with t-value 1,96 (significance level = 5%).

The result of bootstrapping in this study could be seen in this attachment below:





Source : Data processing using SmartPLS 3.0, November 2021

Figure 3. Bootstrapping

Table 12. Path Coefficient Value

	Real Sample (O)	Sample Mean (M)	standard deviation (STDEV)	T Statistic ( O/STDEV )	P Values
Viral Marketing (X) → Consumer Trust (Z)	0,811	0,797	0,059	13,850	0,000
Viral Marketing (X) → Repurchase Interest (Y)	0,396	0,387	0,074	5,332	0,000
Consumer Trust (Z) → Repurchase Interest (Y)	0,504	0,510	0,073	6,944	0,000
(X) → (Z) → (Y)	0,409	0,407	0,065	6,288	0,000

Source: Data processing using SmartPLS 3.0, November 2021

The result of the Hypothesis Examination of the Research Data with Bootstrapping that using SmartPLS are as it follows:

**Viral Marketing effect on Consumer Trust**

According to hypothesis examination result that the T Statistic value is in the amount of 13,850, means the value is fit according to the Rule of thumb which is the T statistic value has to be >1,96. So therefore, the Hypothesis 1 which stated that the Viral Marketing has a significant positive effect on Cake by Nadia Consumer Trust is accepted

**Viral Marketing effect on Repurchase Interest**

According to hypothesis examination result that the t-Statistic value is in the amount of 5,332, means the value is fit according to the Rule of thumb which is the t-statistic value has to be >1,96. So therefore, the Hypothesis 2 which stated that the Viral Marketing has a significant positive effect on Cake by Nadia Consumer Repurchase Interest is accepted.

**Consumer Trust effect on Repurchase Interest**

According to hypothesis examination result that the t-Statistic value is in the amount of 6,994, means the value is fit according to the Rule of thumb which is the t-statistic value has to be >1,96. So therefore, the Hypothesis 3 which stated that Consumer Trust has a significant positive effect on Cake by Nadia Consumer Repurchase Interest is accepted.

**Viral Marketing effect on Consumer Repurchase Interest through Consumer Trust as an Intervening Variable**

According to hypothesis examination result that the t-Statistic value is in the amount of 6,288, means the value is fit according to the Rule of thumb which is the T statistic value has to be >1,96. So therefore, the Hypothesis 4 which stated that Viral Marketing has a significant positive effect on Cake by Nadia Consumer Repurchase Interest through Consumer Trust as an Intervening Variable is accepted.

## **Discussion**

### **Viral Marketing effect on Consumer Trust**

According to the result that stated viral marketing has a significant positive effect on consumer trust, has showed that utilize social media Instagram has effect on consumer trust. The method Cake by Nadia use to realize viral marketing with Instagram by consistently creating an interesting content where they talk about the value and benefit of their product that they sell; the content is also must be 'catchy' to their account follower or their audience in order to create a product awareness to them. Afterwards, the audience that interested of the product will start exploring or searching the validity of the product is the same as what the company informed or promised by sharing the information to their inner circle. After that, the viral marketing strategy will be realized when the consumer has completed a transaction to buy and consume the product, and they share their thoughts and experience through Instagram and could be seen by their followers. They shared their thoughts and experience to other people with their Instagram account by mentioning the Cake by Nadia Instagram account and shared their message with one of the many Instagram features, which is called Insta Story. The feature on Instagram allowed an account to see a insta story and post if their account is mentioned in other account's story and also could be saved in their account in order to other followers and social media account visitor could see the consumer Insta Story that contain the consumer's testimonial to Cake by Nadia product that they bought or consume. Not only consumer or customer, Cake by Nadia had many opportunities to be given a positive feedback and mentioned by public figure or influencer in Jambi and shared it to their many followers and to encourage to try the Cake by Nadia product. At this stage, consumer could see for themselves that the information of the product and the service that provided by Cake by Nadia is solid or valid. At this stage consumer could create a form of trust to the company that caused by the validity of the information and also encouraged by other customer positive comments regarding the product that they shared willingly to others after they consumed the product.

### **Viral Marketing effect on Consumer Repurchase Interest**

According to the result that stated Viral Marketing has a significant positive effect on consumer repurchase interest, has showed that the viral marketing strategy that has been done by using social media Instagram has effect on Cake by Nadia's consumer repurchase interest. Consumer interest to buy a product created by the form of encouragement from the content that capture their attention and followed by the opinion of their inner circle or people that they know and trust. Viral marketing strategy is where consumer could receive a straight and solid information, that could capture their interest by the post design must look professional, regarding of Cake by Nadia company from an online post of people or account that they follow or know. Repurchase interest on consumer formed when the consumer felt they had a good quality of service and the product that they received is as good as they expected or promised by Cake by Nadia themselves. This satisfied customer will create a form a comfort and safe with the company and have a bigger chance that the consumer will do another purchase in the future. By following and updating the cake by nadia Instagram account would also encourage customer to try another product from cake by Nadia because they hold on into solid information and safe feeling between consumer and Cake by Nadia.

### **Consumer Trust effect on Consumer Repurchase Intention**

According to the result that stated Consumer Trust has a significant positive effect on consumer repurchase intention, has showed that by forming the consumer trust has effect on consumer Repurchase Interest by Cake by Nadia. Consumer Trust become one of the most important assets in any business and especially online business whereby forming a strong bond of trust could create an audience or just a profile visitor could become a customer that will make a purchase. Consumer trust on Cake by Nadia created by providing a solid information by showing pictures of the product that they could provide to the consumer in order to show the company's capability and value with a good and professional quality of pictures that could increase consumer's interest to buy or to consume the product, next is also how Cake by Nadia consistently serve their customer at best until they are satisfied and lastly, how Cake by Naida responsive of curious audience and customer, including how to manage customer who has a positive or negative review of the product and the company. The strongest consumer trust indicator in this study, is reached by when consumer felt comfortable when they already had enough information that they consider a valid information that encourage them to buy the product. So therefore, balance between providing a great goods to consumer and maintaining a great relationship with the customer or even the audience is one of the most important strategies in online business.

### **Viral Marketing effect on Consumer Repurchase Interest through Customer Trust as an Intervening Variable**

According to the result that stated Viral Marketing has a significant positive effect on Consumer Repurchase Interest through Customer Trust as an Intervening variable to Cake by Nadia consumer. The result of the analysis showed that Cake by Nadia customer has a relationship of trust of what every information that Cake by Nadia announce in their Instagram account. The effect of Viral Marketing could be seen by the number of followers in Cake by Nadia official Instagram account constantly increasing. The viral

marketing strategy that Cakes by Nadia used could be seen when Cake by Nadia Instagram account always repost customer's insta story, that filled with customer testimonial about the product they purchased, when they mention the Cake by Nadia account, @cakebynadia, and saved it in highlight feature in @cakebynadia. A satisfied customer will share their thoughts and experience in hope that their followers would also recommend the brand to their followers. One of the many reasons why someone following other people's social media account is usually based on how much they trust the person, or they just simply love the content that the account created, hence why online business using social media account to engage and communicate with the customer much easier, where the information could be shared faster directly to the customer personal smartphone rather than using a traditional way. Their interest to purchase the product again in the future will be stronger because the customer had satisfying experience with Cake by Nadia, a strong solid information of the product and the company that maintain a comfort, trust, and strong relationship that has been provided by Cake by Nadia to their customer.

## Conclusion

Based on data that has been collected, processed and examine for this study, it can be concluded that: The results of that Viral Marketing has a significant positive effect on Consumer Trust, where the viral marketing strategy is done by share the information via Instagram @cakebynadia by Cake by Nadia and rely on the voice of consumers online to spread information or message about Cake by Nadia goods to the public and followers as encouragement for business awareness. The Viral Marketing has a significant positive effect on Consumer Repurchase Interest, where the content of the social media account that containing product photos as displays to attract consumer's interest on products, a valid and strong information, and encourage by recommendations from satisfied customer could spark a repurchase interest onto customer to make another purchase who also has satisfied experience. The consumer trust has a significant positive effect on consumer repurchase intention, where feeling of trust created by how well the company could maintain a good service, maintain a strong relationship with the customer and maintain a good quality product to the consumer is as expected as what the company promised. The viral marketing has a significant positive effect on consumer repurchase intention through consumer trust as an intervening variable of Cake by Nadia costumer. Meanwhile, the viral marketing strategy in Cake by Nadia company has been implanted very well. The better the quality or more professional looking the content you shared, the more people taking interest on your product. This study hopefully could be used as a reference in the next or similar research which possibly the technology and internet in the future will experiencing a rapid development.

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