

THE ROLE of CONSUMER CONFIDENCE AS A MEDIATING INFLUENCE VIRAL MARKETING of VISITING KAMPOENG RADJA JAMBI

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Abstract

The purpose of this study are: (1) identify the influence between the viral marketing against consumer confidence on the attractions of Kampoeng Radja Jambi, (2) identify the influence between the viral marketing and consumer confidence towards the decision to visit sights Kampoeng Radja Jambi (3) identify the trust was able to mediate the influence of viral marketing of visiting sights Kampoeng Radja Jambi. The population of this research is a community of the city of Jambi whereas samples is a society of the city of Jambi who more than once to visit sights Kampoeng Radja Jambi as much as 150 respondents. Research methods using path analysis. The results of the research that is viral marketing effect significantly to consumer confidence in the sights of Kampoeng Radja Jambi, viral marketing and consumer confidence a significant effect against the decision to visit sights Kampoeng Radja Jambi and consumer confidence can be a mediation against viral marketing influences decisions on visiting sights Kampoeng Radja Jambi

Keywords: Viral Marketing, Consumer Confidence, Decision to Visit

Introduction

At present, tourism is the business that became the flagship, some people need entertainment to satisfy or pleasure and leisure. The importance of the role of tourism in economic development in many countries is already no doubt. Tourism is an industry that affects other industry sectors were.

Trade and investment into two sectors of the supporters in the State revenue. On the tourism sector very noteworthy, because without we realize that the tourism sector is increasingly cemented itself into one of the very important foreign exchange earners in the Asia-Pacific countries, as resulting from a fact that can't argue with that tourism has become the primary needs of society and the natural wealth that exists in Indonesia made the tourism potential that is very wonderful. A large number of existing tourism potential in Indonesia, if it can be managed properly and appropriately so that tourism can provide a positive impact towards the fields of economic and socio-cultural fields, because of the tourism activities indirectly touching and engaging the public

Tourism is an activity that supported the service and facilities provided by the Government, employers or society. The impact of tourism as a business is to give influence on the social economy around. High society visits outside the area brought a positive impact on the economy of communities around.

Jambi province has many tourist sites that are beautiful and interesting. On November 25, 2017, Mayor of Jambi H. Syarif Fasha received a gift of Charm Indonesia (API) 2017 for category Sights Indonesia's most popular & Cleanest, with sights Kampoeng Radja. Kampoeng Radja is family attractions and outbound opened since April 1, 2006, with an area of 8 Ha located on the Ring Road West number 108, Kenali Besar, Jambi, 300 meters from the bus station Alam Barajo, Jambi City. The Park is home to family recreation because the whole spacecraft even facilities can be enjoyed by all walks of life.

A very keen business competition that followed the growth of businesses in the tourism sector is a challenge for tourism entrepreneurs. The increasingly widespread competition lead should be the existence of a marketing strategy that can make its business still growing. The Manager must perform its duties attractions exceed competitors in satisfying consumer target. The marketing strategy should be adjusted according to the needs of consumers as well as competitors ' strategy needs. Designing a competitive marketing strategy starts with doing the analysis of competitors. The company continuously compares the value and consumer satisfaction with the value provided by the product, price, distribution, and promotion is against the nearby competitors.

In marketing efforts should use a good marketing strategy, because it's tourist officials choose how viral marketing strategy in marketing facilities of sights, that can be reached by consumers all over Indonesia through internet access. See the technological advances which are already rising, a lot of consumers often use social networking in everyday life. The trust of a consumer or customer to the provider of the sights is absolutely needed

because the business through viral marketing using the internet network which means not mutually face to face transactions. So here the company should be able to make a consumer or customer can put confidence in the company. How committed company as diverse as e.g. offers facilities that can convince consumers to do the decision to visit, make an attractive website design, and include a testimonial that can convince consumers.

In the development of globalization of many social media outlets are popping up that have the number of followers is not a little. Examples of social media are now being sought after is Facebook, Twitter, Path, and Instagram. In this research, the research was undertaken by taking consumers who use social media Instagram. Social media Instagram was chosen because this current Instagram became one of the most sought after of all social media circles. The company requires a good marketing strategy is to use viral marketing strategy, later the company should be able to make a consumer can trust with facilities on offer and conduct consumer decision visit against its facilities as well as consumers can recommend to other consumers. Make customers put trust and making customers do pay a visit to the site of decision attractions on offer is not easy to let alone being marketed using viral marketing strategy known as not marketing direct.

Research Purposes,

1. Identify the influence between viral marketing against belief in the sights of Kampoeng Radja Jambi
2. Identify the influence between viral marketing and the confidence in the decision to visit sights Kampoeng Radja Jambi
3. Identify the trust was able to mediate the influence of viral marketing of visiting sights Kampoeng Radja Jambi

Literature Review

Xiong dan Hu (2010) Viral marketing is a marketing strategy that increases product awareness and brings it together with the company's brand by spreading the message through the viral word-of-mouth in social media to the public. As for components that may affect viral marketing is the informativeness, entertainment, irritation, source credibility, and usage intensity,

Morgan & Hunt (1994), trust is something that arises when one group sure or believe with reliability and the integrity of exchange partners. Siagan dan Cahyono, 2014. consumer confidence is defined as the expectations of consumers of that service providers can be trusted or relied upon in fulfilling his promise. Kim *et al* (2003), indicators used to assess consumer confidence is reputation, reliability and transaction security system

Winardi (2010:200), the decision of the purchase or use of the service is a point of purchase or service users of the evaluation process. Kotler dan Keller (2009:184), consumer purchase decision process or using the service must pass through five stages, namely the introduction of the issue, information retrieval, evaluation of alternatives, purchasing decisions and behavior of post-purchase.

The framework of thinking can explain the purpose of the research, that is to look at the role of beliefs mediate the influence of viral marketing of visiting sights Kampoeng Radja Jambi, in order more clearly can be seen in the following

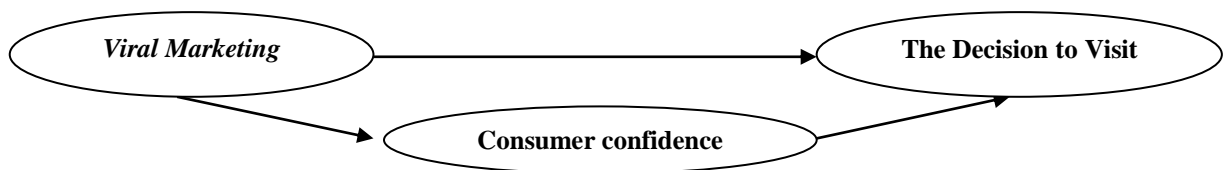


Figure 1. Conceptual Framework

Methods

Types of data used in this study are (1) primary Data is data acquired directly through questions that include: characteristics of respondents, the perceptions of respondents about the viral marketing, consumer confidence of the respondents in viral marketing as well as anything to do with the decision to visit. (2) Secondary Data, namely data obtained from a review of the library through literature, journals, and internet sites that can provide information in accordance with the research issues.

The population in this research is the visitor attractions Kampoeng Radja Jambi while the sample in this research is a visitor attraction Kampoeng Radja more than once as many as 150 respondents

Data collection techniques used in this research include: observation method of data collection is done by holding direct observation so that the retrieved data is real and the method of interview is getting data with doing the dissemination of questionnaires and faqs useful to complement data obtained with the previous methods

The variables used in this study is the viral marketing (X) with the indicator of informativeness, entertainment, irritation, source credibility and usage intensity, consumer confidence (Y1) and indicators of competence (competence), honesty (honesty), and benevolence (virtue) as well as the decision of the user service (Y2) and the indicator of the introduction of the issue, information retrieval, evaluation of alternatives, purchasing decisions and behavior of post-purchase.

The data in the study were collected through a questionnaire in the form of research instruments so that the required test validity and reliability in order to be worthy of the questionnaires used. Test the validity of aiming to check whether the questionnaires as a research instrument is just right to gauge what should be measured. Reliability test aims to find out the extent to which a measurement tool used is consistent. Analytical techniques used in this research is the path analysis.

Result and Discussions

Based on the results of the study, the influence of direct variable viral marketing partially against variable consumer confidence and the decision to pay a visit as well as the influence of direct variable consumer confidence partially against the decision variables a visit can be described as follows:

- Path Analysis of P₁
Line X to Y₂ is the β -value P₁ line = 0,209 and level sign = 0.011 (less than 0.05). Those results may imply that the variable X a significantly positive effect against the Y₂ of 0.209, which means that any increase in one variable point X then Y₂ is going up by 0.209
- Path Analysis of P₂
Line X to Y₁ is a P₂ with the level of $\beta = 0.726$ and the degree sign = 0.006 (less than 0.05). Those results may imply that the variable X a significantly positive effect against Y₁ of 0.726, meaning that every rise of one point variable X then Y₁ will be up by 0.726
- Path Analysis of P₃
Line Y₁ to Y₂ is a P₃ with $\beta = 0.432$ level and the level of sign = 0.000 (less than 0.05). Those results may imply that the variable Y₁ effect significantly positive against the Y₂ of 0.432, meaning that every rise of one point variable Y₁ Y₂ then going up of 0.432

Based on the above explanation, then the direct influence of the variables measured in this study can be described as follows:

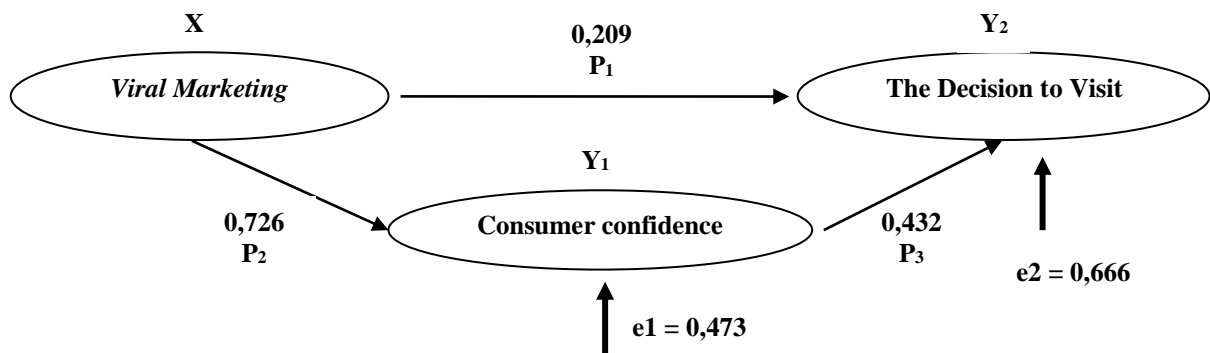


Figure 2. Results of Structural Measurement Model

Based on the picture, then it can be calculated the indirect influence of viral marketing (X) against the decision of a visit (Y₂) through consumer confidence (Y₁), to look for indirect influence is as follows:

$$PTL (X-Y_2) = P_2 \times P_3$$

Description:

- PTL (X-Y₂) = The influence of indirect variable X against the variable Y₂
- P₂ = The direct influence of the variable X against Y₁
- P₃ = The influence of variable Y₁ against the variable Y₂

The result of the above formula calculation can be performed as follows:

$$\begin{aligned} \text{PTL (X-Y}_2) &= 0,726 \times 0,432 \\ &= 0,314 \end{aligned}$$

Mediation with variable regression analysis is used to find out the total influence the dependent variable independent variable toward consisting of direct influence and influence indirectly, i.e. via mediation variables using the formula as follows:

$$\text{TP} = \text{P}_1 + (\text{P}_2 \times \text{P}_3)$$

Description:

- TP = Total Influence
- P₁ = The direct influence of the variable X against Y₂
- P₂ = The direct influence of the variable X against Y₁
- P₃ = The influence of variable Y₁ against the variable Y₂

The result of the formula above can do computations as follows

$$\begin{aligned} \text{TP} &= 0,209 + (0,726 \times 0,432) \\ &= 0,209 + 0,314 \\ &= 0,523 \end{aligned}$$

Based on the results of the calculations above, the result of the influence of indirect influence, direct and influence total between variables can look as follows:

Table 1. The total influence of direct and indirect Influences Between Variables

The Influence Of Variable	Direct Influence	Indirect influence through mediation	The Influence of Total
X → Y ₂	0,209	0,314	0,523
X → Y ₁	0,726		0,726
Y ₁ → Y ₂	0,432		0,432

Based on the table above, the calculation results are visible direct influence and influence indirectly through mediation, if the total value of influence greater than direct influence (TP > P₁) means the variable is variable mediation. From the above calculation Total Influence (TP) of 0.523 bigger than on direct influence (P₁) of the variables then 0.209 arguably variable mediation. The diversity of data that can be explained by the Path Analysis model of 0523 or 52.3% or in other words the information contained in the data of 52.3% can be explained by the model.

Viral Marketing against consumer confidence

The results of the data analysis the responses presented respondents showed that the viral marketing effect significantly to consumer confidence in the sights of Kampong Radja Jambi. The magnitude of the influence of viral marketing against consumer confidence is 0.006 and the level of significance of 0.077 < 0.05. These figures prove that the partially independent variable concerns the informativeness of viral marketing, entertainment, irritation, source credibility, and usage intensity effect on consumer confidence, which influence positive means that the better viral marketing thus increasing consumer confidence on Kampong Radja Jambi.

This is in accordance with expressed Morgan & Hunt (1994) that trust is something that arises when one group sure or believe with reliabilities and integrity. The factors contained in the indicators of research is the ability of the presentation of information on tourism objects the Jambi Kampong Radja to create consumer appeal, the ability of information about tourism objects the Jambi in Radja Kampong meet the needs and comfort of consumers, the benefits are presented from information about the attractions of Kampong Radja Jambi in meeting expectations, provide confidence to the consumer over the information presented on tourism Kampong Radja Jambi and his solid performances in presenting information about tourism objects the Jambi Radja Kampong continuously. Factors that become the indicators in this study showed that the presence of positive influence toward consumer confidence

Viral Marketing and consumer confidence towards the decision to visit

The results of the data analysis the responses presented respondents showed that viral marketing effect significantly to visit decision on sights Kampoeng Radja Jambi. The magnitude of the influence of viral marketing of visiting is 0.217. The level of significance of $0.11 < 0.05$. These figures prove that the partially independent variable concerns the informativeness of viral marketing, entertainment, irritation, source credibility, and usage intensity effect on the decision to visit. From the results, there is a positive influence that can be taken to mean that the better viral marketing then visits decision on tourism objects the Jambi Kampoeng Radja will be increasing.

According to John Robert Skrob in his journal mentioned viral marketing is the concept of communication and distribution that rely on customers to spread the product through electronic mail or e-mail to other users who are potentially in the environmental social and to turn on the connection in the spreading of the product. (Helmet, 2000). The factors contained in the indicators of research is the ability of the presentation of information on tourism objects the Jambi Kampoeng Radja to create consumer appeal, the ability of information about tourism objects the Jambi in Radja Kampoeng meet the needs and comfort of consumers, the benefits are presented from information about the attractions of Kampoeng Radja Jambi in meeting expectations, provide confidence to the consumer over the information presented on tourism Kampoeng Radja Jambi and his solid performances in presenting information about tourism objects the Jambi Radja Kampoeng continuously. In the dissemination of information that they do customers of those factors can influence someone to decide to visit sights Kampoeng Radja Jambi, this looks to the existence of a positive influence against viral marketing the decision to visit on Kampoeng Radja Jambi

In addition, the results of the data analysis the responses presented respondents showed that consumer confidence a significant effect of the visit on a tourist attraction Kampoeng Radja Jambi. The magnitude of the influence of consumer confidence towards the decision to visit was of 0.441. Significance level of $0.000 < 0.05$. These figures prove that the partially independent variable consumer confidence concerning competence (competence), honesty (honesty), and benevolence (virtue) influence on the decision to visit. From the results, there is a positive influence that can be taken to mean that the ever-increasing consumer confidence then visit decision on tourism objects the Jambi Kampoeng Radja will be increasing

Shrimp (2003:226), trust is the cognitive component of an attitude. The cognitive component refers to a trust that owned a person with regard to knowledge and his thoughts about an object or issue. A customer knowledge of marketing viral marketing is the knowledge about the product obtained from the interaction performed other customers who've done purchasing decision or service users. The factors contained in the consumer's perception of research indicators are already visiting the attractions of Kampoeng Radja Jambi may affect other consumers to make informed decisions to visit sights Kampoeng Radja Jambi, honesty that obtained about Kampoeng Radja Jambi adapted to the reality and benefits of tourism objects Kampoeng Radja may provide benefits to consumers in deciding to visit sights Kampoeng Radja Jambi. The results illustrate that the information scattered about the attractions of Kampoeng Radja Jambi has strong positive feelings affect consumer confidence in the sense of growing so decided to visit Kampoeng Radja Jambi.

Viral Marketing of visit through consumer confidence

The results of the data analysis feedback delivered direct influence on respondents show that there are viral marketing influences of visiting on Kampoeng Radja of 0.217. The level of significance of $0.05 < 0.011$. In addition, the results of the data analysis of the responses of the respondents on the influence indirectly shows that the influence of viral marketing of visiting sights Kampoeng Radja Jambi through the trust of consumers in the city of Jambi in 0.314 so with regression analysis through intervening retrieved a total of direct and indirect influences of 0.523. This means that if the total influence greater than direct influence then the variable trust described as variable mediation. The diversity of data that can be explained by the Path Analysis model of 0523 or 52.3% or in other words the information contained in the data of 52.3% can be explained by the model.

Winardi (2010:200), a decision of purchase or use of the service is a point of purchase or service users of the evaluation process, while according to Kotler and Keller (2009:184) consumer purchase decision process or using the service must pass five stages, namely the introduction of the issue, information retrieval, evaluation of alternatives, purchasing decisions and behavior of post-purchase. Consumers experiencing the evaluation process in deciding to visit sights Kampoeng Radja Jambi by viewing factor in viral marketing, i.e. the ability of the presentation of information on tourism objects the Jambi Kampoeng Radja to create power pull the consumer, the ability of the information about the attractions of Kampoeng Radja Jambi in meeting needs and entertain consumers, benefit from the information presented about the attractions of Kampoeng Radja Jambi in meeting expectations, provide confidence to the consumer over the information presented on tourism Kampoeng Radja Jambi and his solid performances in presenting information about tourism objects the Jambi Radja Kampoeng continuously,

increasingly good viral marketing then the result of the evaluation process will be increasingly well in deciding to visit sights Kampoeng Radja Jambi. Another thing there are factors which strengthen consumers in deciding to visit sights Kampoeng Radja Jambi i.e. perception of consumers who already pay a visit to tourist objects the Jambi Kampoeng Radja could affect other consumers to make informed decisions visit the sights of Kampoeng Radja Jambi, honesty gained about Kampoeng Radja Jambi adapted to the reality and benefits of tourism objects Kampoeng Radja may provide benefits to consumers in deciding to visit the sights of Kampoeng Radja Jambi. Viral Marketing can affect someone in deciding to visit sights Kampoeng Radja Jambi, but with the existence of consumer confidence as the mediation can amplify the influence of viral marketing against someone in deciding to visit Kampoeng Radja Jambi.

Conclusions

Based on the analysis proved that viral marketing gives influence significantly to consumer confidence in the sights of Kampoeng Radja Jambi. Based on the analysis proved that viral marketing and consumer confidence gave the significant influence of visiting on tourist Kampoeng Radja Jambi. Based on the analysis proved that consumer confidence was able to mediate the influence of viral marketing of tourist visit Kampoeng Radja Jambi

Recommendations

Marketing strategies in increasing product awareness on tourism products with the effort spread information both to the social environment with a target of attracting visitors, viral marketing is very effective to develop. Based on the results of this research are then expected to Kampoeng Radja Jambi always give good information and give a good impression for visitors, because the information provided consumers who feel the satisfaction after visiting will provide opportunities for new consumers decide to pay a visit to tourist attractions

For the Government, sees the strategy conducted Kampoeng Radja through viral marketing that fosters a sense of trust in deciding to use the service than expected to the Government are always working to provide the best service so that a sense of increased public confidence and can convince others in the community to foster a sense of trust through viral marketing.

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