

The Influence of Viral Marketing, Turbo Marketing, and Electronic Word of Mouth (E-WOM) on Purchase Decisions on Tiktok Shop

Syeh Sangbani¹, Tri Septin Muji Rahayu^{2*}, Erny Rachmawati³, Arini Hidayah⁴
Universitas Muhammadiyah Puwokerto

Corresponding Author: Tri Septin Muji Rahayu septinharyanto@gmail.com

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ABSTRACT

This study aims to analyze the influence of *viral marketing*, *turbo marketing*, and *electronic word of mouth* on purchase decisions on Tiktok Shop. By using a quantitative approach and the student population of the University of Muhammadiyah Purwokerto. The *purposive sampling method* with a sample of 125 respondents. Data analysis was carried out using the *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) technique to analyze the relationship between variables. The results of the study show that *the viral marketing* variable has no effect on the purchase decision at the Tiktok Shop. The *turbo marketing* variable has a significant positive effect on purchase decisions on Tiktok Shop. The *electronic word of mouth* variable has a positive and significant effect on purchase decisions on Tiktok Shop.

INTRODUCTION

Internet technology will continue to develop, which changes human habits into an instant lifestyle in carrying out daily activities. The digital era has brought a wave of technological advancements in terms of information search, online trade transactions, social media, and various other aspects (Raji *et al.*, 2024). Increased *E-commerce* In Indonesia began When the outbreak of the Covid-19 pandemic occurred, everyone at that time was prohibited from doing activities outside the home so that many activities had to be done online, one of which was online shopping (Tanjung & Effendy, 2022). Industry *E-commerce* in Indonesia continues to develop rapidly, this is marked by the emergence of various types *E-commerce* in Indonesia such as, Shopee Indonesia and Tiktok Shop which (Haddawi, 2024). The development of this can also be seen in the table below, which shows that there is quite a tight competition between the top 2 positions, namely, Shopee and Tiktok Shop in GMV data *E-commerce* Indonesia in 2024.

Table 1. E-Commerce GMV Data in Indonesia	
E-Commerce	GMV 2024 (\$Miliar)
Shopee	26
Tiktok Shop	23
Tokopedia	13
Squirting	5,65
Lazada	3,96

Source : *katadata.co.id*

Based on table 1, Shopee occupies the top position as a platform *E-commerce* with the largest transaction value in Indonesia, reaching 26 billion US dollars. This position shows Shopee's dominance in the country's digital market as well as its success in attracting consumer interest through aggressive marketing and service strategies (Databox, 2025). Following in second place, TikTok Shop managed to record a GMV of 23 billion US dollars. This figure shows very rapid and significant growth, especially since TikTok Shop is a newcomer that leverages the power of video content and *Live Commerce*. This success indicates that the entertainment-based shopping model is in great demand by Indonesian consumers, especially the younger generation (Kompas, 2025).

Overall, this data reflects a shift in Indonesian consumer preferences towards platforms that not only provide products, but also incorporate elements of entertainment and interactivity, such as those offered by TikTok Shop. Shopee remains dominant, but the presence of TikTok Shop as the main challenger shows that Indonesia's *e-commerce* landscape continues to change rapidly and competitively. The existence of TikTok Shop as the main challenger, makes it possible to analyze more deeply related to the sales made by Tiktok Shop.

Table 2. Tiktok Revenue Data

Year	Revenue (\$Miliar)
2018	0,15
2019	0,35
2020	2,6
2021	4,8
2022	9,6
2023	16,1
2024	23

Source: *businessofapps.com*

In accordance with table 2, it can be seen that the development from year to year has experienced a significant development, tiktokshop sales in the last 7 years have experienced quite significant development TikTok revenue jumped from 0.15 billion US dollars in 2018 to 23 billion US dollars in 2024, showing extraordinary growth. This surge also shows the high interest of users and the effectiveness of the monetization strategies implemented, making TikTok an important force in the digital world (Bussinessofapps, 2025).

However, behind the surge in revenue and popularity of TikTok globally, a different phenomenon had occurred in Indonesia. TikTok Shop was stopped operating in October 2023, following the issuance of the Minister of Trade Regulation (Permendag) Number 31 of 2023. The regulation prohibits social media platforms from concurrently serving as e-commerce platforms in order to protect local business actors and maintain healthy business competition. The temporary closure of TikTok Shop has caused various reactions, both from consumers and business actors. Many MSMEs and content creators who previously relied on TikTok Shop have experienced a drastic decrease in revenue. This shows that TikTok Shop has become one of the important digital distribution channels in Indonesia's digital economy ecosystem (Kompas, 2023).

This has made TikTok transform from just an entertainment platform to a dynamic digital marketing medium and sales in the last 7 years, making TikTok Shop one of the most popular sales platforms for business people (Yanti *et al.*, 2023). This development is also inseparable from the TikTok algorithm that makes products have a rapid spread, supporting factors such as flash sales and live shooping, and reviews given by consumers to the products they buy. That is what will directly affect the purchase decisions made by consumers.

According to Kotler & Armstrong (2014), the purchase decision is the buyer's decision in handling the brand to be purchased, in addition, in making a purchase, of course, the buyer can consider various aspects to meet consumer needs by ensuring that the product that the consumer chooses is in accordance with previous expectations. In addition, the purchase decision is also influenced by several factors, including *Viral Marketing*, *Turbo Marketing*, and *electronic word of mouth*.

The purchase decision is determined by *Viral Marketing*. *Viral Marketing* is a marketing strategy that leverages the power of consumer social networks to spread promotional messages quickly and widely. This strategy aims to create

engaging, entertaining content, thereby increasing brand visibility, reaching a wider audience, and influencing purchasing behavior in a short period of time (Kaplan & Haenlein, 2011). The results of the research conducted by Ghopar & Taufiqurahman (2023); Sholikhah (2024); and Sihombing & Husein (2025), states that *Viral Marketing* have a positive and significant effect on purchasing decisions. Inversely proportional to the research conducted by Fajriyah (2022) and R *et al.*, (2022), states that *Viral Marketing* has no effect on the purchase decision.

The purchase decision is determined by *Turbo Marketing*. *Turbo marketing* In this case referring to the ability and speed of marketers in responding to consumer needs, which is very important to prevent disappointment and build trust as well as to create a competitive advantage, companies need to focus on the performance of online services, including in terms of shipping goods (Brewer & Sebby, 2021). *Turbo marketing* is one of the marketing strategies in terms of speed and responsiveness in responding to requests made by consumers and that is the key to success (Ningrum & Ernawati, 2024). The results of the research conducted by Ningrum & Ernawati (2024); Salqaura *et al.*, (2024); and Month & Ajizah (2024), states that *Turbo Marketing* have a positive and significant effect on purchasing decisions. Meanwhile, research conducted by Nabilla *et al.*, (2024) and Hananita *et al.*, (2024), states that *Turbo Marketing* has no effect on the purchase decision.

The purchase decision is determined by *electronic word of mouth*. According to Kotler & Keller (2016), *Electronic word of mouth* is the use of the internet carried out by the company by collecting comments, be it negative or positive comments from consumers on the services provided, the prices offered which are then used for further marketing strategies. The research conducted by, Tanjung & Effendy (2022); Septyansyah & Ferryal (2022); and Say it *et al.*, (2024), mentioning that *Electronic word of mouth* have a positive and significant effect on purchasing decisions. However, it is inversely proportional to the research conducted by Agustina *et al.*, (2023); Mazwar & Kuleh (2023); and Usman *et al.*, (2024), reveals that *Electronic word of mouth* has no effect on the purchase decision.

The novelty of this study is to add the *Electronic word of mouth* from previous researchers Hananita *et al.*, (2024) and Ningrum & Ernawati (2024). This research is a development of previous research conducted by Tanjung & Effendy (2022) and Hananita *et al.*, (2024) that researches about the influence of *Viral Marketing* and *Turbo Marketing* on the purchase decision. The main difference with previous research is the presence of variables *Electronic word of mouth* previously researched by Tapparan & Allo (2022). And this research was conducted at the University of Muhammadiyah Purwokerto. Based on the above phenomenon, namely about the increase in tiktok shop sales in the last 7 years, the researcher also wants to analyze whether this is caused by a variable *Viral Marketing*, *Turbo Marketing*, and *electronic word of mouth* on the purchase decision on the Tiktok Shop.

LITERATURE REVIEW

Cognitive Theory

Cognitive theory provides an explanation of the types of psychological processes that affect the way a person thinks, understands, and evaluates events. Before making a purchase decision, buyers consider things like price, quality, and profitability. Attention, understanding, experience, evaluation, and decision-making are all part of this process (Peter & Olson, 2018). Cognitive theory includes 3 main processes: 1) disseminating product information massively and quickly through social media. This information stimulates consumers' cognitive processes, such as paying attention, understanding, and evaluating the content received before finally deciding to buy, 2) capitalize on the speed in delivering the message and offer quick and instant promotions. Despite the emphasis on speed, consumers still go through a heuristic thought process to evaluate offers, such as "flash sales" or "limited time offers", before making a purchase decision, 3) provide consumers with information sourced from other people's experiences, such as testimonials and reviews (Peter & Olson, 2018). Consumers use this information as cognitive consideration material to assess the credibility of the product and make rational decisions. This process is important to be carried out in decision-making made by consumers (Peter & Olson, 2018).

Purchase Decision

Purchase decisions according to Kotler & Keller (2016), when someone decides to buy a particular brand, they are making a purchase decision. This decision is influenced by two things: the views of others and unexpected situations. In addition, internal and external factors can also affect the decision. By considering the various considerations that exist, it is hoped that individuals can determine what they will buy. The decisions made by consumers also reflect how effective marketers are in marketing a brand or product to customers (Fadillah, 2023). When a person's needs are more urgent, they will be more motivated to meet those needs, which encourages them to look for information about the products they need, including information about the companies that offer the product (Manggalania & Soesanto, 2021).

Viral Marketing Towards Purchase Decisions

Viral Marketing is a marketing strategy that leverages the power of consumer social networks to spread promotional messages quickly and widely. This strategy aims to create engaging, entertaining content, thereby increasing brand visibility, reaching a wider audience, and influencing purchasing behavior in a short period of time (Kaplan & Haenlein, 2011). *Viral marketing* can be used to increase sales as well as promote goods or brands. Now *Viral Marketing* It is considered an effective marketing strategy because marketers can make their products go viral or follow a trending trend that is currently popular to increase sales. By leveraging various marketing tools on social media, especially TikTok, marketers can improve their business performance and capabilities (Rimbahari *et al.*, 2023). The results of the research conducted by Ghopar & Taufiqurrahman

(2023); Sholikhah (2024); and Sihombing & Husein (2025), states that *Viral Marketing* have a positive and significant effect on purchasing decisions.

H1 : Viral Marketing has a positive and significant effect on Purchase Decisions

Turbo Marketing Towards Purchase Decisions

Turbo marketing In this case referring to the ability and speed of marketers in responding to consumer needs, which is very important to prevent disappointment and build trust as well as to create a competitive advantage, companies need to focus on the performance of online services, including in terms of shipping goods (Brewer & Sebbby, 2021). *Turbo marketing* is one of the marketing strategies in terms of speed and responsiveness in responding to requests made by consumers and that is the key to success (Ningrum & Ernawati, 2024). Strategy *Turbo Marketing* leveraging the speed of TikTok's content distribution, visual stories, and algorithms that allow brands or sellers to take advantage of trends that are going viral at the time, while also encouraging impulse purchases that can increase product visibility in a short period of time (Salqaura *et al.*, 2024). The results of the research conducted by Ningrum & Ernawati (2024); Salqaura *et al.*, (2024); and Month & Ajizah (2024), states that *Turbo Marketing* have a positive and significant effect on purchasing decisions.

H2 : Turbo Marketing has a positive and significant effect on Purchase Decisions

Electronic Word of Mouth On Purchase Decisions

According to Kotler & Keller (2016), *Electronic Word of Mouth* is the use of the internet carried out by the company by collecting comments, be it negative or positive comments from consumers on the services provided, the prices offered which are then used for further marketing strategies. One of the forms of *Electronic word of mouth* is when people use the internet, especially on TikTok, to discuss products or services they like. They can do this in a variety of ways, such as viewing ads, creating engaging content, and using social media, thus encouraging others to share it as well. Customers can also share their opinions on how to review the products they buy on the TikTok Shop platform (Kairupan & Fakhri, 2024). The research conducted by, Tanjung & Effendy (2022); Septyansyah & Ferryal (2022); and Say it *et al.*, (2024), mentioning that *Electronic word of mouth* have a positive and significant effect on purchasing decisions.

H3 : Electronic Word of Mouth has a positive and significant effect on Purchase Decisions

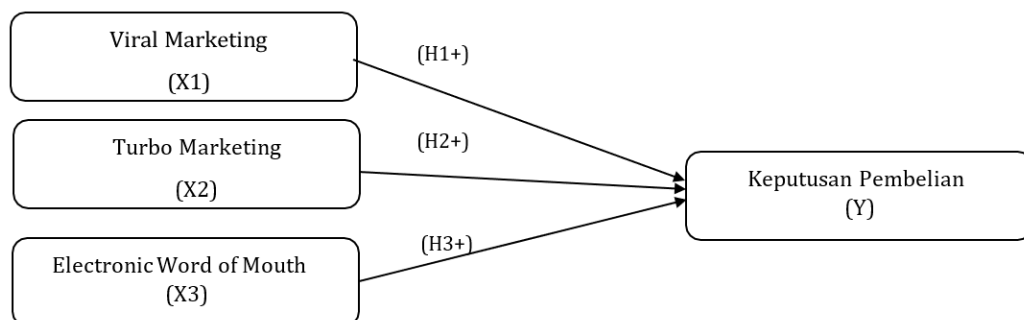


Figure 1. Frame of Mind

Source : Processed 2025

METHODOLOGY

This research is a quantitative research, applying a limited scope. The population in this study is 14,423 students of the University of Muhammadiyah Purwokerto in the even semester of 2024. The sample in this study as many as 125 students was calculated using the slovin formula with a margin of error of 10%. Respondents of University of Muhammadiyah Purwokerto students who have a tiktok application, have used tiktok shop for the past 2 months and are active students at UMP. The sample was determined using *a purposive sampling* technique based on certain criteria.

Data in this study was collected through a questionnaire distributed using a google form containing a closed statement, and measured using a likert scale with 5 scales from strongly agree to disagree (measuring the level of agreement). After Once the data collection is complete, the SEM-PLS method is used to analyze the correlation between the variables in the study. In this study, according to the hypothesis that has been designed, the use of SmartPLS begins with external model measurement, followed by inner model analysis, and finally hypothesis testing (Preliminary) *et al.*, 2022).

The following are the indicators adapted from previous research to measure the variables of this study, see the following table:

Table 3. Variable Indicators

Variable	Indicators
Viral Marketing (X1) (Prameswari <i>et al.</i> , 2025)	1. <i>Desire Status</i> 2. <i>Bit'hy Photography</i> 3. <i>High Empathy</i>
Turbo Marketing (X2) (Zulkifli & Marpaung, 2024)	1. <i>Speed of Response</i> 2. <i>Deft of Responce</i>
Electronic Word of Mouth (X3) (Goyette <i>et al.</i> , (2010) deep Squirrelly (2019))	1. <i>Intensity</i> 2. <i>Consumer Opinion</i> 3. <i>Content</i>
Purchase Decision (Y) (Kotler & Keller, 2019)	1. <i>Need Recognition</i> 2. <i>Information Search</i> 3. <i>Alternative Selection</i> 4. <i>Purchase Decision</i> 5. <i>Post-Purchase Behavior</i>

Source : Processed 2025

RESEARCH RESULTS

Descriptive Statistics

To find out the highest and lowest answers from the respondents of this study, the table below will explain this, namely:

Table 4. Descriptive Statistical Analysis

Variable	Highest Mean	Lowest Mean	Highest Standard Deviation	Lowest Standard Deviation
<i>Viral Marketing</i>	4,08	3,65	1,070	1,028
<i>Turbo Marketing</i>	4,10	3,91	0,954	0,930
<i>Electronic Word of Mouth</i>	4,11	3,88	0,940	1,070
Purchase Decision	4,07	3,81	1,013	1,069

Source : Data Processed 2025

Based on table 4, the *viral marketing* variable had the highest mean value of 4.08 in the statement "respondents feel that Tiktok Shop cares about my shopping experience". Meanwhile, the lowest mean value was 3.65 in the statement "respondents feel that using tiktok shop provides a better social status in my environment". Furthermore, the *turbo marketing* variable has the highest mean value of 4.10 in the statement "Tiktok Shop provides a very fast response to my questions about the product". Meanwhile, the lowest mean value is 3.91 in the statement "sellers on Tiktok Shop are able to provide the right solution to every problem I face".

For the *electronic word of mouth* variable, it has the highest mean value of 4.11 in the statement "before making a purchase, I see positive and negative opinions from consumers to be a reference for purchasing products on Tiktok Shop". Meanwhile, the lowest mean value was 3.88 in the statement "that respondents often access Tiktok Shop than other e-commerce". As for the purchase decision variable, it has the highest mean value of 4.07 in the statement "The review and rating feature on Tiktok Shop helps me choose the best product from various alternatives". Meanwhile, for the lowest mean value of 3.81 in the statement "respondents believe that the purchase decision is the right decision on Tiktok Shop".

Respondent Characteristics

Table 5, describing the characteristics of the respondents, provides more comprehensive demographic information from the 125 respondents:

Table 5. Respondent Characteristics

Characteristic	Category	Sum	Percentage
Gender	Male – Male	55	44%
	Woman	70	56%
	Sum	125	100%
Allowance	IDR 500,000 – IDR < 1,000,000	35	37%
	IDR 1,000,000 – IDR < 1,500,000	50	42%
	IDR 1,500,000 – IDR 2,000,000	25	28%
	> IDR 2,000,000	15	18%
	Sum	125	100%

Source : Processed 2025

Based on Table 5 regarding the characteristics of the respondents, it can be explained that this study involved as many as 125 respondents with a gender composition consisting of 55 men (44%) and 70 women (56%). This shows that the majority of respondents in this study are women. The dominance of female respondents is important to analyze because this group is known to have a large role in consumption activities on e-commerce platforms, including TikTok Shop. Women tend to be more active in seeking product information through social media, more influenced by viral content, and more responsive to digital marketing strategies such as viral marketing, turbo marketing, and electronic word of mouth (E-WOM). Therefore, the existence of the majority of female respondents can provide a more relevant picture of the influence of the marketing strategy on purchasing decisions.

Meanwhile, based on the category of pocket money, respondents have a varied range. This data shows that the majority of respondents have pocket money in the middle category, which is between IDR 1,000,000 - < IDR 1,500,000. This indicates that most respondents have enough purchasing power to make product purchases on platforms such as TikTok Shop. This group with medium to high pocket money is usually more easily attracted by attractive promotions and offers that are viral or limited in time (turbo marketing), and tend to seek reviews or recommendations from other users before making a purchase, which is part of the E-WOM strategy.

Overall, the characteristics of the respondents in this study are very relevant to the object of the study regarding the influence of viral marketing, turbo marketing, and electronic word of mouth on purchase decisions at TikTok Shop. The majority of respondents who are women with a medium level of pocket money show compatibility with TikTok Shop's target audience, namely active social media users who are responsive to digital marketing strategies and have a tendency to make impulse or planned purchases based on the influence of online content.

Model SEM-PLS

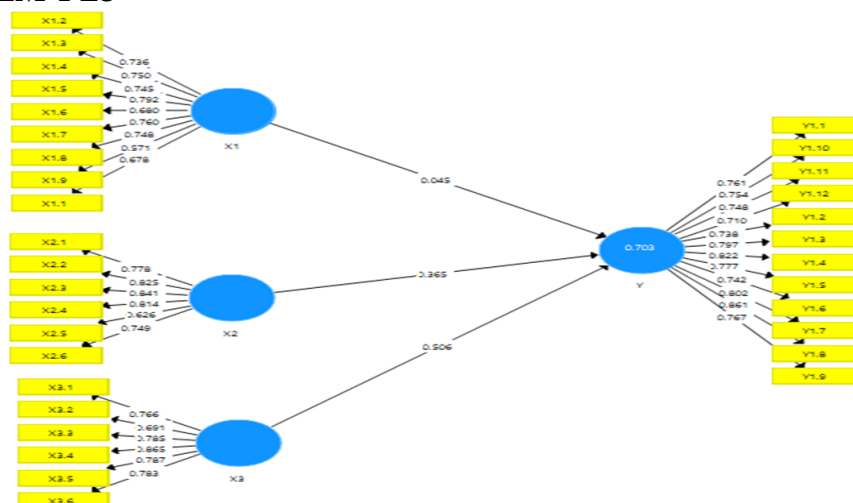


Figure 2. Results of the First SEM-PLS Running Model

Source : Processed 2025

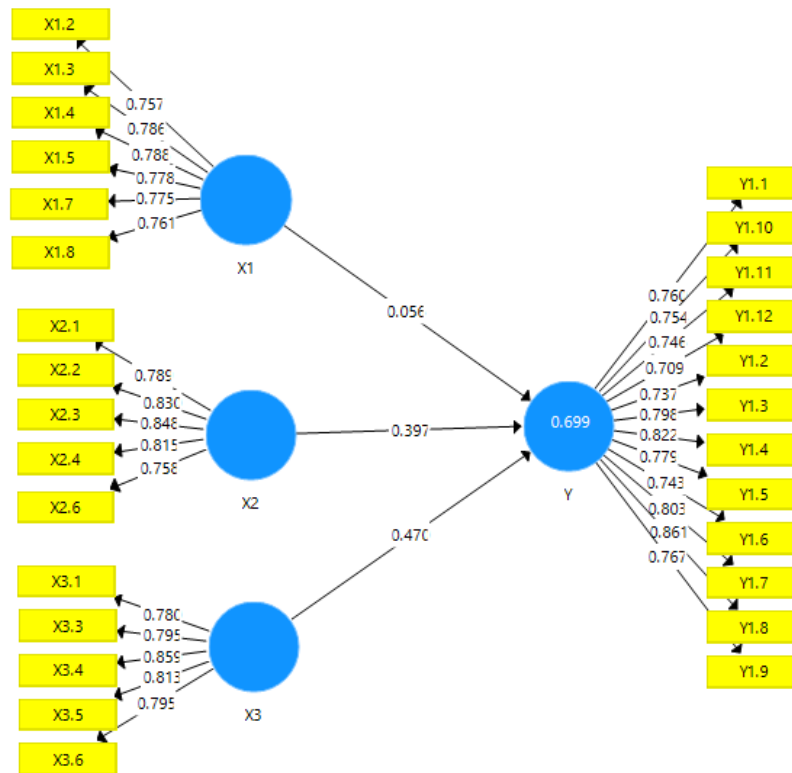


Figure 3. Results of the Second SEM-PLS Running Model

Source : Processed 2025

Outer Model and Inner Model testing aims to evaluate the reliability and validity of the constructs used in this study. The analysis process is carried out in two stages to ensure that the construct is trustworthy and valid. In other words, we need to ensure that the indicators used truly reflect the research subject accurately and consistently. Meanwhile, the Inner Model focuses on the structural relationships between constructs. At this stage, we need to determine whether the hypothesis that has been proposed is acceptable and also assess how strong and the direction of the relationship between the constructs is.

Outer Loading Test

Table 6. Outer Loading Results

Variable	Items	Running 1	Running 2
<i>Viral Marketing (X1)</i>	X1.1	0,678	Rejection
	X1.2	0,736	0,757
	X1.3	0,750	0,786
	X1.4	0,745	0,788
	X1.5	0,792	0,778
	X1.6	0,680	Rejection
	X1.7	0,760	0,775
	X1.8	0,748	0,761
	X1.9	0,571	Rejection
<i>Turbo Marketing (X2)</i>	X2.1	0,778	0,789
	X2.2	0,825	0,830

	X2.3	0,841	0,848
	X2.4	0,814	0,815
	X2.5	0,626	Rejection
	X2.6	0,749	0,758
Electronic Word of Mouth (X3)	X3.1	0,766	0,780
	X3.2	0,691	Rejection
	X3.3	0,785	0,795
	X3.4	0,865	0,859
	X3.5	0,787	0,813
	X3.6	0,783	0,795
Purchase Decision (Y)	Y1.1	0,761	0,760
	Y1.2	0,738	0,737
	Y1.3	0,797	0,798
	Y1.4	0,822	0,822
	Y1.5	0,777	0,779
	Y1.6	0,742	0,743
	Y1.7	0,802	0,803
	Y1.8	0,861	0,861
	Y1.9	0,767	0,767
	Y1.10	0,754	0,754
	Y1.11	0,748	0,746
	Y1.12	0,710	0,709

Source : Data Processed 2025

According to table 6, it can be concluded that the Outer Loading value obtained is greater than 0.7. This shows that the calculation has met the set criteria. An Outer Loading value of more than 0.7 indicates that each indicator in this questionnaire or measuring tool has a fairly strong relationship with latent variables. After confirming that these research indicators are eligible, we can proceed to the next test (Ghozali & Latan, 2015).

Cronbach Alpha, Composite Reliability, and Average Variance Extranced (AVE) tests

Table 7. Cronbach Alpha, Composite Reliability, and Average Variance Extranced (AVE)

Variable	Composite Reliability	Average Variance Extranced (AVE)	Information
<i>Viral Marketing</i>	0,900	0,600	Reliable
<i>Turbo Marketing</i>	0,904	0,654	Reliable
<i>Electronic Word of Mouth</i>	0,904	0,654	Reliable
<i>Purchase Decision</i>	0,947	0,600	Reliable

Source : Data Processed 2025

Based on table 7, it is presented that the results of the Convergent validity test where an AVE value must be above 0.5. And *composite reliability* is a construct that explains the indicators used in assessing the consistency of the value, the composite reliability value must be above 0.7. It can be interpreted that the results of this test show that variables above 0.5 can be concluded that the validity of this study is accurate and reliable (Ghozali & Latan, 2015).

Fornell-Lacker Test

Table 8. Fornell-Lacker Test Results

Variable	VM (X1)	TM (X2)	E-WoM (X3)	KP (Y)
<i>Viral Marketing</i>	0,774			
<i>Turbo Marketing</i>	0,642	0,809		
<i>Electronic Word of Mouth</i>	0,579	0,693	0,809	
<i>Purchase Decision</i>	0,583	0,759	0,777	0,774

Source : Data Processed 2025

In table 8, it is shown that the Fornell-Lacker discriminant test test shows that the research model used is discriminatically valid. This can be proven by the Fornell-Larckers value on the variable *Turbo Marketing* that have a higher correlation value between variables *Turbo Marketing* and other variables. Then on other variables such as *Viral Marketing and Electronic Word of Mount (e-Wom)* Fornell-Lackers values have a higher correlation value than correlation with other variables. So that it can be concluded that the measurement of the validity of the discrimination is stated to be fulfilled (Ghozali & Latan, 2015).

R-Square Test

Table 9. R-Square Test Results

Information	Value
R Square	0, 699
R Square Adjusted	0, 691

Source : Data Processed 2025

Based on table 9, the value of R Square Adjusted is used to show a number of relationships between independent variables affecting dependent variables (Ghozali & Latan, 2015). The results of the R Square test stated that the R Square Adjusted value in this study was 0.691, while 30.9% was determined by independent variables influenced by other variables outside the research model.

Hypothesis Test

Table 10. Hypothesis Test Results

Hypothesis	Original Sample	T Statistics	P Values	Information
<i>Viral Marketing</i> ->Purchase Decision (H1)	0,056	0,570	0,289	Rejected
<i>Turbo Marketing</i> -> Purchase Decision (H2)	0,397	3,403	0,000	Accepted
e-Wom -> Purchase Decision (H3)	0,470	4,211	0,000	Accepted

Source : Data Processed 2025

According to table 10, the hypothesis test can be described as follows:

1. The value of *the viral marketing* coefficient on the purchase decision of 0.056 indicates a positive direction, the t-count of 0.570 is smaller than 1.980 which means there is no influence and has a p value of 0.289 greater than 0.05 which means it is insignificant. It can be concluded that *viral marketing* has no effect and is not significant on purchasing decisions even though the direction is positive. Thus, *the viral marketing* hypothesis of H1 purchase decisions is rejected.
2. The value of *the turbo marketing* coefficient on the purchase decision of 0.397 indicates a positive direction, the t-count of 3.403 is greater than 1.980 which means influential and has a p value of 0.000 which is smaller than 0.05 which means significant. It can be concluded that *turbo marketing* has a positive and significant effect on purchasing decisions. Thus, the *turbo marketing* hypothesis for H2 purchase decisions is accepted.
3. The value of *the electronic word of mouth* coefficient on the purchase decision of 0.470 indicates a positive direction, the t-count of 4.211 is greater than 1.980 which means influential and has a p value of 0.000 which is less than 0.05 which means significant. It can be concluded that *electronic word of mouth* has a positive and significant effect on purchasing decisions. Thus, the *electronic word of mouth* hypothesis for H3 purchase decisions is accepted.

DISCUSSION

Referring to the test results, this study shows that *Viral Marketing* has no effect on the purchase decision. This shows that there was a rejection on H1. Research results *Viral Marketing* is the highest respondent answer contribution on the statement "respondents felt that Tiktok Shop cared about my shopping experience". Meanwhile, the lowest respondent's answer to the statement "respondents feel that using tiktok shop provides a better social status in my environment". This finding can be explained by the fact that *Viral Marketing* on TikTok Shop is often only able to increase exposure and grab users' attention for a short period of time, but it doesn't always have a significant effect on purchase decisions (Ghopar & Taufiqurahman, 2023). The results of the study are not in accordance with the cognitive theory put forward by (Peter & Olson, 2018) where *Viral marketing* which quickly spreads and attracts the attention of many people, serves to increase initial awareness of a product and arouse curiosity.

Consumers who are exposed to viral content tend to only feel emotionally attracted for a moment, but not necessarily feel confident in buying, especially if the content is not accompanied by proof of product quality, reviews from other users, or credibility from the content creator (Yanti et al., 2023). Viral content generally highlights the entertainment or visual side of attraction without providing concrete evidence that can build consumer trust in the products offered. In addition, today's digital consumers are increasingly critical and selective in making decisions, so they rely more on testimonials, reviews, and recommendations from other users who are considered more authentic and credible. Therefore, while viral marketing is able to reach a wide audience in a short period of time, its emotional and temporary appeal is not enough to have a significant influence on a purchase decision, if it is not supported by supporting elements such as electronic word of mouth (E-WOM) and the credibility of the information source (Rahayu et al., 2022). The results of this study are supported by research conducted by Fajriyah (2022) and R et al., (2022), states that *Viral Marketing* has no effect on the purchase decision.

The test findings show that the H2 hypothesis is accepted, where *Turbo Marketing* have a positive and significant effect on purchasing decisions. Research results *Turbo Marketing* is the highest respondent's answer contribution to the statement "Tiktok Shop provides accurate and clear answers to my questions". Meanwhile, the lowest respondent's answer to the statement "sellers on Tiktok Shop are able to provide the right solution to every problem I face". These findings indicate that this strategy combines intensive promotion, speed of content distribution, and emotional drive through *Live Streaming*, limited discounts, as well as collaborations with influencers (Ningrum & Ernawati, 2024). Based on the cognitive theory put forward by (Peter & Olson, 2018), implementing intensive and rapid promotion methods through *Live Streaming*, limited discounts, and attractive visuals to accelerate customer understanding of product benefits.

This approach creates a sense of urgency and trust quickly, thus encouraging consumers to make a purchase immediately. The results of this study are in line with the research conducted by Ningrum & Ernawati (2024); Salqaura et al., (2024); and Month & Ajizah (2024), states that *Turbo Marketing* have a positive and significant effect on purchasing decisions.

The test findings show that the H3 hypothesis is accepted, where *Electronic word of mouth* have a positive and significant effect on purchasing decisions. Research results *Electronic word of mouth* is the contribution of the highest respondent's answer to the statement "before making a purchase I see - see positive and negative opinions from consumers to be a reference for purchasing products on Tiktok Shop". Meanwhile, the respondents' answer was the lowest on the statement "that respondents often access Tiktok Shop than *E-commerce* others". These findings indicate that reviews, comments, and recommendations from other users are considered more honest and credible than official ads (Yanti et al., 2023). Based on the cognitive theory put forward by (Peter & Olson, 2018), *Electronic Word of Mouth* Contribute to building trust

through real experiences, testimonials, and reviews from other customers, which are considered reliable social proof

The social impact of *Electronic word of mouth* on TikTok, which is fast-spreading and interactive, also strengthens its influence in driving direct purchase decisions. The results of this study are in line with the research conducted by Tanjung & Effendy (2022); Septyansyah & Ferryal (2022); Say it *et al.*, (2024) and Irfan et al., (2025), mentioning that *Electronic word of mouth* have a positive and significant effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

In accordance with the results of the research contained in the discussion, it can be concluded that *viral marketing* has no effect on purchase decisions. *Turbo marketing* has a positive and significant effect on purchase decisions. *Electronic word of mouth* has a positive and significant effect on purchase decisions. Companies are advised to optimize their content strategies that can go viral, by ensuring the content is authentic and relevant to the intended audience. They can also leverage quick marketing campaigns, such as direct promotions on TikTok, to encourage impulse purchases. In addition, it is important to strengthen the electronic Word of Mouth (eWOM) strategy by encouraging positive reviews and content from users, which can increase social trust. To achieve a stronger and more significant marketing impact, these three strategies should be implemented simultaneously.

ADVANCED RESEARCH

This study has a limited sample that only focuses on Tiktok Shop users, especially students of the University of Muhammadiyah Purwokerto. This research also only focuses on three factors that influence purchasing decisions, namely *viral marketing*, *turbo marketing*, and *electronic word of mouth*. There are many other factors that can be used to analyze a purchase decision. It is recommended for further research to expand and add to the sample used. As well as also considering other factors that affect purchase decisions such as promotion, *digital marketing*, *social media marketing*, advertising attraction and others.

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