# The Effect of Viral Marketing and Endorsement on Purchase Interest that Impacts the Purchase Decision of Bittersweet by Najla Through the TikTok Platform (Case Study of the Community of Binawidya District, Pekanbaru City)

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**A R T I C L E   I N F O**

**A B S T R A C T**

This study aims to determine the effect of viral marketing and endorsements on purchasing interest that influences the purchasing decision of Bittersweet by Najla products through TikTok in Binawidya District, Pekanbaru City. The approach used is a quantitative method with a population of people aged 17 to 45 years who have purchased the product through TikTok, where 100 respondents were selected through purposive sampling and analyzed using Structural Equation Modeling (SEM) through SmartPLS version 4.0. The results of the study indicate that viral marketing and endorsements have a significant positive influence on purchasing interest. Purchase interest can play a good role as a mediating variable between the independent and dependent variables. However, viral marketing does not have a direct significant effect on purchasing decisions. This study provides implications that the combination of viral marketing and endorsement strategies can increase purchasing interest and decisions, and provides guidance for business actors in designing effective marketing strategies in the digital era.

INTRODUCTION

In today's digital age, the use of social media as a marketing tool has experienced rapid growth, especially with the emergence of new platforms such as TikTok. The use of social media, particularly TikTok, has increased significantly in recent years. This platform offers interesting and interactive content, thereby attracting users' attention. Based on a study conducted by We Are Social and Meltwater, it is estimated that by April 2025, the number of TikTok users worldwide will reach 1.84 billion individuals. This shows that around 22.4% of the entire global population uses this short video application. Indonesia ranks first as the country with the highest number of TikTok users. In the fourth month of this year, there were 184.95 million TikTok users from Indonesia. It should be noted that this data does not include the number of TikTok users in China, because in that country, TikTok is known as Douyin.

TikTok not only serves as a place of entertainment, but also as an effective marketing tool for businesses. This has not only changed the way companies communicate with customers, but also influences consumer purchasing decisions. Today, consumers are inundated with information and have unlimited access to a wide range of products and services. In today's competitive environment, companies are expected to have new and efficient marketing approaches to attract consumers, increase brand awareness, and facilitate purchasing decisions. Viral marketing and endorsements have become two methods that are increasingly used by businesses, where engaging content and recommendations from influencers can dramatically increase product exposure.

Viral marketing has become one of the most powerful approaches in the world of digital marketing. Interesting and shareable material allows the message to spread quickly among users. When the material goes viral, it not only increases brand recognition but also creates excitement that can drive increased sales. In this case, viral marketing does not only focus on the number of views, but also on the ability of the content to encourage interaction and engagement from the audience. When consumers engage with interesting content , they tend to share the information with their network, triggering a domino effect that can be beneficial for the brand. Meanwhile, promotion through endorsements involves the use of famous figures or influencers to introduce products or services. The presence and reputation of these individuals can help build trust among consumers and encourage interest in purchasing the advertised brand. In the digital age, endorsements have proven to be effective in building trust and product appeal among consumers. Consumers tend to trust recommendations from individuals they consider influential. Therefore, collaboration between brands and influencers on TikTok can have a significant impact on consumer purchasing interest.

The combination of viral marketing and endorsements provides a unique opportunity for businesses to utilize these two approaches simultaneously. By creating content that has the potential to go viral and involving influencers in promotions, brands can expand their reach and attract more customers. This also provides an opportunity to access target audiences that were previously difficult to

reach through conventional marketing methods. Bittersweet by Najla is a micro, small, and medium enterprise from Indonesia known for its unique and successful mouthwash box and snacktock ideas in the market. The business was founded by Najla Farid Bisyir, who started from her hobby of baking at home, then introduced the mouthwash box concept in 2017. According to Tempo.com, Bittersweet by Najla has more than 40 sales partners throughout Indonesia. Ninety percent of Bittersweet by Najla's sales are conducted online, and currently, Bittersweet by Najla also has physical stores located in Kalibata, Kemang, Bogor, Rawamangun, Depok, and Sunter.

Bittersweet by Najla has a reseller outlet in Pekanbaru, located at Jalan Rambutan No. 12A, Ruko Royal Mansion, inside the Clarisa Clinic area. Bittersweet by Najla also actively uses innovative marketing strategies on the TikTok platform. They utilize influencers to reach a wider audience and increase trust in the brand. Bittersweet by Najla features many influencers and celebrities as supporters on the TikTok platform, including Fadil Jaidi, UENO Family, Abe, Fuji, Farida Nurhan, Kenzie, Maudy, and many other influencers and celebrity s. In addition, there are many other influencers and celebrities who collaborate with Bittersweet by Najla. The decision to purchase this product is not only influenced by its quality and taste, but also by how it is promoted through interesting content and support from local influencers.

Several previous studies have shown that viral marketing is effective in increasing interest in purchasing. (Yupitasari et al., 2022) revealed that viral marketing has a positive and significant impact on purchase intention. (Justiana & Yuliana, 2024) and (Broto et al., 2024) found similar results, where viral marketing also has a positive and significant influence on purchase interest.

However, the results of the effectiveness of endorsements in increasing purchase interest show different variations. (Alunat & Ariyanti, 2016) revealed that endorsements have a significant impact on purchase interest. On the other hand, (Singh et al., 2021) observed that endorsements have a positive impact on consumer purchase interest.

(Kurniasari & Budiatmo, 2018) revealed that purchase interest has an impact on purchase desicion. (Dapas et al., 2019) also revealed that purchase intention has an impact on purchase desicion. Another several previous studies have shown that viral marketing and endorsement can impact on purchase desicions. (Putra et al., 2023) and (Jatmiko et al., 2023) revealed that viral marketing has an impact on purchase desicions. On the other hand, (Sutardjo et al., 2020) and (Sahril et al., 2022) observed that endorsement have a positive and significant impact on consumer purchase desicion.

But, (Wahyuni & Saifudin, 2023) and (Wandira & Rahman, 2021) noted that purchase interest cannot mediate the influance betwee viral marketing and purchase desicion. (Pratiwi & Mahfudz, 2021) and (Firmansyah et al., 2023) also found that prchase interest can mediate the influance betwee endorsement and purchase desicion.

Based on data from the Riau Province BPS 2022, the population of Binawidya District reached 78,078 people. This information explains the population figures in four villages: Simpang Baru, Tobek Godang, Delima, and Bina Widya. Binawidya District is an area with great potential in the education and economic sectors (BPS Provinsi Riau, 2022). The presence of various educational institutions such as Sultan Syarif Kasim Riau State Islamic University, Riau University, and Riau College of Pharmacy makes this subdistrict attractive to students from various locations. As a result, the population in this area has increased, which has had an impact on various aspects of life, including consumption patterns and shopping behavior.

The large number of students and residents in Binawidya Subdistrict has created a demand for various types of products and services, especially food and beverages. One of the most popular products is "Bittersweet by Najla," which is known as a trendy snack among teenagers. However, the high population density in Binawidya Subdistrict also poses various challenges, especially in terms of traffic. The busy roads make movement difficult, so many teenagers and adults have turned to online shopping. TikTok, as a social media platform that is very popular today, serves as the main channel for marketing and selling products such as Bittersweet by Najla.

Based on these various phenomena and research results, the researcher was interested in conducting research entitled "The Effect of Viral Marketing and Endorsement on Purchase Interest that Impacts the Purchase Decision of Bittersweet by Najla Through the TikTok Platform (Case Study of the Community of Binawidya District, Pekanbaru City)". This study aims to analyze the extent of the influence of viral marketing and endorsement on the purchase interest of Bittersweet by Najla consumers and how this purchase interest impacts their purchasing decisions among the community of Binawidya District, Pekanbaru City, through the TikTok platform.

LITERATURE REVIEW

1. Digital Marketing Strategy
a) Definition of Marketing Strategy
The definition of the term "marketing strategy" according to the Big Indonesian Dictionary (KBBI) is "a careful plan of activities to achieve specific goals." Meanwhile, the word "strategy" comes from the Greek word strategos, which means victory in battle. It was originally used in a military context, but the term strategy is now used in various fields with a relatively similar essence. Other words related to strategy based on its meaning include trick, method, or power (Novia et al., 2023) Digital marketing strategy can be seen as a detailed plan to utilize digital services to achieve specific marketing goals. By applying concepts taken from military strategy, digital marketing seeks to outperform the competition in the market.

In an effective and efficient manner. This includes utilizing various tools and methods, such as social media sites, search engine optimization, and content marketing, to attract consumers and build strong relationships. Thus, digital marketing strategies are crucial for achieving business goals and strengthening competitiveness in today's digital era.

2. Consumer Behavior
a) Definition of Consumer Behavior

Consumer behavior is a series of actions that are closely related to the purchasing process. At that time, consumers are involved in activities such as searching, researching, and evaluating products and services. This becomes the basis for consumers in making purchasing decisions. Consumer behavior is an activity that is closely related to how a person or group purchases goods or services (Firmansyah, muhammad, 2018). Thus, it can be concluded that consumer behavior is the study of how individuals, groups, or institutions make choices to buy, use, and dispose of products or services to meet their needs and desires.

3. Word of Mouth (WOM)
a) Definition of Word of Mouth (WOM)

According to Hasan (2010) in (Putri et al., 2015) Word of Mouth is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially, whether it be about a brand, product, or service.

4. Viral Marketing
a) Definition of Viral Marketing

Viral marketing is a form of word-of-mouth marketing conducted through the internet, closely related to methods or messages that are highly contagious and spread easily, prompting consumers to share them with others (Kotler & Armstrong, 2016).

In (Putra et al., 2023), it is stated that viral marketing was created by Jeffrey F. Rayport. In an article titled "The Virus of Marketing," it is mentioned that a virus is a disease that spreads quickly and is known by many viruses. The object of the virus can be replaced with a marketing program, and comments are the center of message dissemination. Recipients of the message are encouraged to spread the message to others. Thus, marketing messages can spread quickly in a short amount of time.

5. Endorsement
a) Definition of Endorsement

According to Shimp (2017) in (Purnama, 2020), an endorser is an advertising supporter or also known as an advertising star to support a product. Meanwhile, a celebrity is a figure (actor, entertainer, or athlete) who is known for their achievements in fields that are different from the product they support.

6. Purchase Interest
a) Definition of Purchase Interest

According to Kotler & Armstrong (2016) in (Wardhana, 2024), purchase interest refers to the behavior exhibited by consumers who have a desire to buy or choose a product. This is based on their experience in the selection, use, and consumption process, or even their desire for a product.

7. Purchase Decision
a) Definition of Purchase Decision

The decision to buy is a problem-solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in purchasing by first going through the stages of the decision-making process (Firmansyah, muhammad, 2018). Meanwhile, according to Kotler & Armstrong (2016), a purchasing decision is

a decision-making process regarding a purchase that includes determining what to buy or not to buy (Zusrony, 2016)

METHODOLOGY

1. Research Conceptual
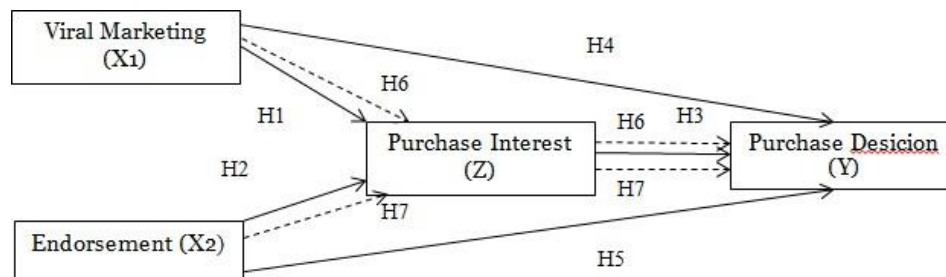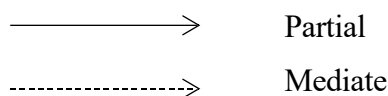
Gambar 1 Research Conceptual



Figure: 1 Research Conceptual

Explanation:

$\longrightarrow$ Partial

$-----\rightarrow$ Mediate

Based on the conceptual framework above, the following hypotheses were developed by the researcher:

1) H1: Can Viral Marketing influences Purchase Interest?
2) H2: Can Endorsement influences Purchase Interest?
3) H3: Can Purchase Interest influences Purchase Decisions?
4) H4: Can Viral Marketing influences Purchase Decisions?
5) H5: Can Endorsement influences Purchasing Decisions?
6) H6: Can Purchase Interest is able to play a role in mediating the influence between the variables of Viral Marketing and Purchase Decision?
7) H7: Can Purchase Interest is able to play a role in mediating the influence between the Endorsement and Purchase Desicon?

2. Location and Research Period
a) Research Location

The research location refers to the specific place or area where the research was conducted. The research location in this study was the Binawidya District in the city of Pekanbaru. This district has a large and diverse population, which could be a market for Bittersweet by Najla products. Binawidya residents come from various age groups, with the majority being teenagers and adults. This group is usually more

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responsive to technology such as TikTok. Therefore, the researcher decided to conduct the research in Binawidya District, Pekanbaru City.

b) Research Period

The research period was planned to last approximately 2 months after the proposal was presented.

3. Population and Sample

a) Population

According to (Sugiyono, 2013), the population refers to the area of generalization that includes objects or subjects that have specific qualities and characteristics determined by the researcher for analysis and from which conclusions are drawn. In this study, the population consists of all residents of Binawidya District, Pekanbaru City, who have the potential to purchase Bittersweet by Najla products. This includes people who are exposed to viral marketing strategies and support for these products.

b) Sample

According to (Sugiyono, 2013), a sample is a part of the number and characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, manpower, and time, then researchers can use samples taken from the population.

The sampling technique used in this study is Non-probability Sampling. Non-probability Sampling is a sampling approach in which there is no guarantee that every element in the population will have an equal chance of being selected as a sample. In this study, the researcher applied one form of Non-probability Sampling, namely Purposive Sampling. Purposive Sampling is a method that selects samples based on certain criteria, with the aim of deliberately collecting as much information as possible from respondents. These respondents are considered to have relevant insights into the questions or issues being discussed, thereby making it easier for researchers to solve existing problems (Sugiyono, 2013). The reason researchers choose purposive sampling is because the existing population does not meet all the criteria that have been set, so special criteria are needed to select samples in this study. These criteria are:

1) Individuals who are adolescents and adults, aged 17-45 years.
2) People in Binawidya District who have purchased Bittersweet by Najla products through TikTok (at least once).

Since the number of Bittersweet by Najla consumers is unknown, the sample size was calculated using the Lemeshow formula:

$$n = \frac{Z^2\alpha/2 x p(1-p)}{d^2}$$

Explanation:

n = Sample Size

$Z^2 a / 2$ = Z-score at a 95% confidence level = 1.96

P = Maximum Estimation = 0.5

d = Alpha (0.1)

The following formula can be used to determine the sample size:

$$n = \frac{1,96^2/0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,84/0,5(0,5)}{0,01} \quad n = 96$$

Based on the above calculations, the sample size for this study is 96 respondents, rounded up to 100 respondents from the Binawidya District of Pekanbaru City who are aged 17-45 years and have purchased Bittersweet by Najla products through TikTok (at least once).

4. Type and Source of Data
a) Type of Research

The type of research used is quantitative research. According to (Sugiyono, 2013), quantitative research methods can be understood as a research approach based on positivism philosophy, which is used to investigate a specific population or sample. Data collection is carried out using research tools, data analysis is carried out quantitatively or statistically, with the aim of testing predetermined hypotheses.

In this study, the main objective of the researcher is to understand how one variable impacts or influences changes in other variables. This study examines the impact of viral marketing and endorsements on purchasing interest that influences the decision to purchase Bittersweet by Najla through TikTok (Case Study in the Binawidya District Community of Pekanbaru City). This study uses a survey method by distributing questionnaires to the community of the Binawidya District of Pekanbaru City.

b) Data Sources
1) Primary data

According to Bungin, primary data is data obtained directly from the first data source at the research location or research object (Sugiyono, 2013). This research data was obtained directly from respondents regarding the influence of viral marketing and endorsements on purchasing interest, which impacts purchasing decisions for Bittersweet by Najla through the TikTok platform among the community of Binawidya District, Pekanbaru City.

2) Secondary Data

Secondary data is data obtained from a secondary source or secondary source of the required data (Sugiyono, 2013). Secondary data for this research was collected from various library sources, including books, journals, and other publications.

5. Data Collection Techniques

Data collection techniques are closely related to the instruments that will be used. The data collection process must also be relevant to the research problem and objectives. Various methods can be applied to obtain accurate and valid data. The techniques used in this study include questionnaires or questionnaire distribution, interviews, observation methods, and a combination of these three methods (Sugiyono, 2013). The data collection techniques used in this study are:

a) Questionnaires

A questionnaire is a data collection technique conducted by providing a set of written questions or statements to respondents to answer. Questionnaires can consist of Closed or open-ended questions or statements and can be delivered to respondents directly, by mail, or via the internet (Sugiyono, 2013) . Survey responses are used as a basis for solving problems, developing, analyzing, calculating, and testing hypotheses formulated by researchers. Researchers will send questionnaires via the internet to the community of Binawidya District, Pekanbaru City (aged 15-45 years) who have purchased and consumed Bittersweet by Najla through the TikTok platform.

The questionnaire in this study uses a Likert scale to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena (Sugiyono, 2013) . The Likert scale used in this study consists of five values, as follows:

| | | | |
|---|---|---|---|
| a. | Strongly Disagree (STS) | = | Score 1 |
| b. | Disagree | = | Score 2 |
| c. | Neutral | = | Score 3 |
| d. | Agree | = | Score 4 |
| e. | Strongly agree | = | Score 5 |

6. Data Analysis

In this study, researchers utilized descriptive statistical data and inferential statistical analysis using SmartPLS version 4.0. The technique used for analysis was Partial Least Square (PLS), which is considered more appropriate for structural analysis (SEM) than other SEM methods. PLS integrates factor analysis and path analysis, making it possible to test the relationship between latent variables and their indicators. This approach not only proves existing theories but also provides an explanation of the relationships between latent variables and is effective for research focused on prediction. PLS is capable of analyzing constructs with reflective and formative indicators simultaneously (Setiabudhi et al., 2025).

a) Structural Equation Modeling (SEM) Analysis Method

*Structural Equation Modeling* (SEM) is a statistical method that allows analysis of the relationship patterns between latent constructs and their indicators, the relationships between latent constructs, and errors in direct measurement to obtain an overview of the model as a whole (Hamid & Anwar, 2019). In SEM, there are two main approaches: Variance-Based SEM such as *Partial Least Squares* SEM (PLS-SEM) and *Covariance-Based* SEM (CB-SEM). In this study, PLS- SEM will be used, with the basic assumption that the researcher's objective is prediction.

b) Data Processing Using the *Partial Least Squares* (PLS) Method

This study applies the Partial Least Square (PLS) approach using SmartPLS version 4.0 software to analyze the data. PLS is an alternative method to *Structural Equation Modeling* (SEM) that is effective in handling the complexity of relationships between variables, especially when the sample size is limited, namely between 30 and 100.

The testing stages in PLS are divided into two parts: the outer model (measurement model) which identifies the relationship between latent constructs and their indicators, and the inner model (structural model) which identifies the relationship between latent constructs.

c) *Outer Model* Testing (Measurement Model)

The initial stage in assessing the model is the assessment of the measurement model *(Outer Model)*. In PLS-SEM, this step is known as construct validity testing. Construct validity testing in PLS-SEM includes convergent validity and discriminant validity (Hamid & Anwar, 2019).

After testing validity, the next step is to test reliability. This test aims to assess the internal consistency of the measurement instrument. Reliability refers to the accuracy, consistency, and precision of the measuring instrument in performing measurements. Two methods can be used to measure the reliability of a construct using reflective indicators: *Cronbach's Alpha and Composite Reliability*. *Cronbach's Alpha* assumes that all indicator loadings are the same in the population. *Cronbach's Alpha* must be greater than 0.7 for *confirmatory research* (Duryadi, 2021). As a general guideline, the *Composite Reliability* value should exceed 0.7 in confirmatory research (Duryadi, 2021).

d) *Inner Model* Testing (Structural Model)

The second stage in model evaluation is *Inner Model* evaluation or structural model evaluation, which is conducted to determine: *R-Square* value ($R^2$)/ (Coefficient of Determination), *F-Square* (Effect Size), and hypothesis testing.

RESULTS AND DISCUSSION

The subjects in this study were residents of Binawidya District, Pekanbaru City, aged 17 to 45, who had purchased Bittersweet by Najla products (at least once)

through the TikTok platform. The respondents had several demographic backgrounds, which can be described as follows:

Table 1 characteristics of respondents based on age

| Ages | Amount | Presentation |
|---|---|---|
| 17- 25 Tahun | 87 | 87% |
| 26- 45 Tahun | 13 | 13% |

Source: (Research Data Analysis, 2025)

Based on data obtained from the questionnaire, the percentage of respondents aged 17-25 years was 87% and the percentage of respondents aged 26-45 years was 13%. Therefore, it can be concluded that respondents by age are dominated by those aged 17-25 years with a percentage of 87%.

Table 2 Respondent characteristics based on gender

| Gender | Amount | Presentation |
|---|---|---|
| Woman | 87 | 87% |
| Man | 13 | 13% |

Source: (Research Data Analysis, 2025)

Based on the data obtained from the questionnaire, the percentage of female respondents was more dominant, namely 87% and the percentage of male respondents was 13%.

1. Results of the Measurement Model Evaluation (Outer Model)
a) Convergent Validity

The basic rule for assessing convergent validity is that factor loadings must be greater than 0.5 for confirmatory studies (Hamid & Anwar, 2019) . The following are the outer loading results:

Table 3 Convergent Validity

| | Viral Marketing | Endorsement | Purchase Interest | Purchase Decision |
|---|---|---|---|---|
| A1 | 0.731 | | | |
| A2 | 0.812 | | | |
| A3 | 0.760 | | | |
| A4 | 0.833 | | | |
| A5 | 0.701 | | | |
| B1 | | | 0.858 | |
| B2 | | | 0.889 | |
| B3 | | | 0.845 | |
| C1 | | | 0.773 | |
| C2 | | | 0.738 | |
| C3 | | | 0.814 | |
| C4 | | | 0.825 | |

|      |       |
|------|-------|
| D1   | 0.731 |
| D2   | 0.812 |
| D3   | 0.760 |
| D4   | 0.833 |
| D5   | 0.701 |

Source: (Research Data Analysis, 2025)

Based on the table above, it can be seen that the factor loading values of all statement items are > 0.50, so it can be concluded that all statement items are valid convergent.

b) Discriminant Validity

To test this criterion, the AVE value of each construct must be higher than the highest square correlation coefficient with other constructs (Hamid & Anwar, 2019). The following are the results of discriminant validity using Fornell and Lacker's theory:

Table 4 Discriminant Validity

|                   | Endorsement | Purchase Decision | Purchase Interest | Viral Marketing |
|-------------------|-------------|-------------------|-------------------|-----------------|
| Endorsement       | 0.864       |                   |                   |                 |
| Purchase Decision | 0.596       | 0.807             |                   |                 |
| Purchase Interest | 0.636       | 0.754             | 0.788             |                 |
| Viral Marketing   | 0.408       | 0.492             | 0.609             | 0.769           |

Source: (Research Data Analysis, 2025)

Based on the table above, it can be seen that the AVE root value of each variable is greater than the correlation between other constructs. Therefore, it can be concluded that all variables are valid discriminants.

c) Reliability Test

Reliability testing is a method used to determine the stability of respondents' answers to the question structure of the variable indicators in the questionnaire. Reliability can be measured in two ways: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha and Composite Reliability must be greater than 0.7 for confirmatory research (Duryadi, 2021). The following are the reliability test results:

Table 5 Reliability Test

|                   | Cronbach's Alpha | Composite Reliability (rho_c) |
|-------------------|------------------|-------------------------------|
| Viral Marketing   | 0.827            | 0.899                         |
| Endorsement       | 0.832            | 0.903                         |
| Purchase Interest | 0.797            | 0.867                         |
| Purchase Decision | 0.866            | 0.878                         |

*Cronbach Alpha* and *Composite Reliability* values for all variables are > 0.70, so all variables are reliable.

2. Result of Structural Model Evaluation Results (Inner Model)

This test can be seen through the R-Square Value (R2 )/ (Coefficient of Determination), F-Square (Effect Size), and hypothesis testing.

a) R-Square

R-Square values can be grouped into three categories, namely R-Square of 0.75 is categorized as strong, a value of 0.50 as moderate, and a value of 0.25 is included in the weak category (Hamid & Anwar, 2019) . The following are the R- Square results:

Table 6 R- Square

|  | **R-Square** | **Adjusted R-Square** |
|---|---|---|
| Purchase Interest | 0.551 | 0.580 |
| Purchase Decision | 0.593 | 0.542 |

Source: (Research Data Analysis, 2025)

The R-Square value of the Purchase Interest variable is 0.551, which indicates that the Viral Marketing and Endorsement variables can explain the Purchase Interest variable by 55.1%. Therefore, it can be concluded that the model is considered Moderate. Meanwhile, the R-Square for Purchase Decision is 0.593, indicating that the Viral Marketing and Endorsement variables can explain 59.3% of the Purchase Decision variable. Therefore, it can be concluded that the model is considered moderate.

b) F-Square (Effect Size)

According to Cohen (1988), an F-Square value of 0.35 is classified as strong, an F-Square of 0.15 is classified as moderate, and an F-Square of 0.02 is classified as weak (Hamid & Anwar, 2019). The following are the F-Square results:

Table 7 F- Square

|  | **Purchase Intenrest** | **Purchase Desicion** |
|---|---|---|
| **Viral Marketing** | 0.326 | 0.003 |
| **Endorsement** | 0.401 | 0.055 |
| **Purchase Intent** |  | 0.400 |

Source: (Research Data Analysis, 2025)

The explanation is as follows:

1) The influence of Viral Marketing on Purchase Intention is 0.326, so the influence of Viral Marketing on Purchase Intention is considered Moderate.
2) The effect of viral marketing on purchase decisions is 0.003, so the effect of viral marketing on purchase decisions is considered moderate.
3) The influence of Endorsement on Purchase Intent is 0.401, so the influence of Endorsement on Purchase Intent is considered Strong.
4) The effect of Endorsement on Purchase Decision is 0.003, so the effect of Endorsement on Purchase Decision is considered Moderate.
5) The effect of purchase intention on purchase decision is 0.400, so the effect of purchase intention on purchase decision is considered strong.

c) Hypothesis Testing

Furthermore, the third criterion in evaluating the structural model (Inner Model) is the level of significance. According to Ghozali & Latan (2015), the significance value used (two-tailed) is t-value 1.96 (significance level = 5%) (Hamid & Anwar, 2019). The following are the results of the research hypothesis:

Table 8 Hypothesis Testing

|  | Path Koefisien | T Statistics | P Values |
| --- | --- | --- | --- |
| **Viral Marketing > Minat Beli** | 0.419 | 5.444 | 0.000 |
| **Endorsement > Minat Beli** | 0.465 | 7.590 | 0.000 |
| **Minat Beli > Keputusan Pembelian** | 0.602 | 4.732 | 0.000 |
| **Viral Marketing > Keputusan Pembelian** | 0.047 | 0.431 | 0.667 |
| **Endorsement > Keputusan Pembelian** | 0.194 | 2.079 | 0.038 |
| **Viral Marketing > Minat Beli > Keputusan Pembelian** | 0.252 | 3.711 | 0.000 |
| **Endorsement > Minat Beli> Keputusan Pembelian** | 0.280 | 3.930 | 0.000 |

Source: (Research Data Analysis, 2025)

The explanation is as follows:
1) H1: The path coefficient value is 0.419 with a P Value of 0.000 < 0.050, so the hypothesis is accepted. This means that Viral Marketing influences Purchase Interest.

2) H2: The path coefficient value is 0.419 with a P Value of 0.000 < 0.050, so the hypothesis is accepted. This means that Endorsement influences Purchase Interest.

3) H3: The path coefficient value is 0.602 with a P Value of 0.000 < 0.050, so the hypothesis is accepted. This means that Purchase Interest influences Purchase Decisions.

4) H4: The path coefficient value is 0.047 with a P Value of 0.667 > 0.050, so the hypothesis is rejected. This means that Viral Marketing does not affect Purchase Decisions.

5) H5: The path coefficient value is 0.194 with a P-value of 0.038 < 0.050, so the hypothesis is accepted. This means that endorsement influences purchasing decisions.

6) H6: The path coefficient value is 0.252 with a P Value of 0.000 < 0.050, so the hypothesis is accepted. This means that purchase interest is able to play a role in mediating the influence between the variables of Viral Marketing and Purchase Decision.

7) H7: The path coefficient value is 0.280 with a P-value of 0.000 < 0.050, so the hypothesis is accepted. This means that purchase interest is able to play a role in mediating the influence between the Endorsement variable and Purchase Decision.

3. Discussion

a) The Influence of Viral Marketing on Purchase Interest

Based on the results of the study, it shows that viral marketing has a significant positive effect on purchase interest, as indicated by a parameter coefficient of 0.419. The significance value is 0.000 < 5%. This is also indicated by a T-statistic value of 5.444, which is greater than 1.984 (t-table). Therefore, H1 is accepted. This means that viral marketing influences purchase intention.

b) The Influence of Endorsements on Purchase Interest

Based on the results of the research conducted, it shows that endorsement has a significant positive effect on purchase interest, as indicated by a parameter coefficient of 0.522. The significance value is 0.000 < 5%. This is also indicated by a T-statistic value of 7.590, which is greater than 1.984 (t-table). Therefore, H2 is accepted. This means that endorsements influence purchase intentention.

c) The Influence of Purchase Interest on Purchase Decisions

Based on the results of the study, it shows that purchase interest has a significant positive effect on purchase decisions, as indicated by a parameter coefficient of 0.602. The significance value is 0.000 < 5%. This is also indicated by a T-statistic value of 4.732, which is greater than 1.984 (t-table). Therefore, H3 is accepted. This means that purchase interest influences purchasing decisions.

d) The Influence of Viral Marketing on Purchase Decisions

Based on the results of the study, it shows that viral marketing does not have a significant effect on purchasing decisions, as indicated by a parameter coefficient of 0.047. The significance value is 0.667 > 5%. This is also indicated by a T-statistic value of 0.431, which is less than 1.984 (t-table). Therefore, H4 is rejected. This means that viral marketing does not influence purchasing decisions. Therefore, it can be concluded that viral marketing is only the initial step in generating purchasing interest. Without developing strong interest, consumers won't be sufficiently motivated to take the next step.

e) The Influence of Endorsements on Purchase Decisions

Based on the research results, it shows that endorsement has a significant positive effect on purchasing decisions, as indicated by a parameter coefficient of 0.194. The significance value is 0.038 < 5%. This is also indicated by a T-statistic value of 2.079, which is greater than 1.984 (t-table). Therefore, H5 is accepted. This means that endorsements influence purchasing decisions.

f) The Effect of Viral Marketing on Purchase Decisions Through Purchase Interest

Based on the research results, it can be seen that the coefficient value of the influence of viral marketing on purchasing decisions through purchase interest is 0.252 with a T-statistic value of 3.711, which is greater than 1.984 (t-table). The significance value of 0.000 is smaller than the alpha level of 0.05. Therefore, the purchase interest variable is a mediating or intervening variable. In other words, H6 is accepted, and the purchase interest variable is able to play a role in mediating the influence between the viral marketing variable and purchasing decisions.

g) The Effect of Endorsement on Purchase Decisions Through Purchase Interest

Based on the research results, it can be seen that the coefficient value of the influence of endorsement on purchasing decisions through purchase interest is 0.280 with a T-statistic value of 3.930, which is greater than 1.984 (t-table). The significance value of 0.000 is smaller than the alpha level of 0.05. Therefore, the purchase interest variable is a mediating or intervening variable. In other words, H7 is accepted, and the purchase interest variable is able to play a role in mediating the influence between the endorsement variable and purchasing decisions.

CONCLUSION

1. Conclusion

Based on the research result, here's the conclusions:

a) Viral marketing can influences purchase interest of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City.

b) Endorsement can influences purchase interest of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City.

c) Purchase interest can influences purchase desicion of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City.

d) Viral marketing can't influences purchase desicion of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City. This means that viral marketing does not influence purchasing decisions. Therefore, it can be concluded that viral marketing is only the initial step in generating purchasing interest. Without developing strong interest, consumers won't be sufficiently motivated to take the next step.

e) Endorsement can influences purchase desicion of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City.

f) Purchase Interest is able to play a role in mediating the influence between the variables of viral marketing and purchase Decision of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City.

g) Purchase Interest is able to play a role in mediating the influence between the variables of endorsement and Purchase Decision of Bittersweet by Najla Through the TikTok Platform of the Community in Binawidya District, Pekanbaru City.

2. Suggestion

Based on the research findings and the limitations of this study, here are some recommendations that are expected to be useful:

a) Marketing Strategy: Bittersweet by Najla is advised to continue developing creative and innovative viral marketing strategies and to engage influencers with high appeal and credibility to increase purchasing interest in the Binawidya District.

b) Monitoring and Evaluation: Regularly monitoring and evaluating the effectiveness of marketing campaigns, both through viral marketing and endorsements, is crucial to adapt to evolving consumer trends and behaviors in the Binawidya District. Bittersweet by Najla is advised to continue developing creative and innovative viral marketing strategies and to engage influencers with high appeal and credibility to increase purchasing interest and decision-making in the Binawidya District.

c) Further Research: Further research is recommended to further explore other factors that may influence purchasing decisions, such as product quality, service, and other external factors that may influence the decision-making process.

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