



The Effect of Viral Marketing and Flash Sale on Impulsive Buying on Wardah Products on The Tiktok Shop Marketplace (Case Study on Students of Management Program, Undikma)

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Abstract: Wardah is a product that is always Viral when releasing the latest product and always provides a Flash Sale during live streaming on the Tiktok Shop application, thus the author conducted a study related to "the effect of Viral Marketing and Flash Sale on Impulsive Buying on Wardah products in the TikTok Shop marketplace. This study was conducted with the aim of finding out the influence of Viral Marketing and Flash Sale on Impulsive Buying on Wardah products in the TikTok Shop marketplace using quantitative research methods. Primary data in this study was obtained from a questionnaire filled out by 113 respondents and then processed using SPSS. The results of the study were obtained from the T test and the F test which was carried out so that it was found that the Viral Marketing and Flash Sale variables had a significant influence partially and simultaneously on impulsive buying. And a determination test (R²) was carried out, the results were obtained that 93.8% of the X variable affected the Y variable and 6.2% were unknown because it was outside the research model.

Keywords: Viral Marketing, Flash Sale, Impulsive Buying

Introduction

The number of cosmetics industry in Indonesia is growing. There are so many businessmen who expand their market share by selling beauty products. One of the articles issued by Indonesia.Go.Id compiled related to a survey conducted by the Indonesian Cosmetics Association and Association (PPA Kosmetika Indonesia) issued information on the growth of the number of cosmetics in Indonesia reaching up to 21.9%, where in 2022 there were 913 companies and increased sharply in mid-2023 to reach 1,010 companies. The growth in the number of industries occurs due to many people who are starting to care about skin health.

One of the companies that has survived in the era of many new cosmetic industries that have emerged is PT. Paragon Technology and Innovation. This company engaged in cosmetics has been around since 1985 with the vision of making continuous improvements through high-quality products that will benefit the community and the environment. PT. Paragon Technology and Innovation is known for its many cosmetic product brands. Among them is the Wardah brand which began to be introduced to the wider community in 1995. Cosmetic Products with the Wardah Brand issued by PT. Paragon Technology and Innovation is widely known by various women. Wardah has a lot of variants of body to face care ranging from *skincare* to *bodycare* which also offers various types according to the needs of consumers' skin. Competition in the increasingly soaring cosmetics business has made Wardah Brand Products often issue new innovations in products to control many market shares (Apriani *et al.*, 2021).

The face of business competition, Wardah utilizes digital marketing strategies through platforms such as TikTok Shop, a collaboration between TikTok and Tokopedia that is now one of the most popular marketplaces. Wardah's promotional strategy involves Viral Marketing and Flash Sale, which have proven to be effective in attracting consumers' attention. Viral Marketing is done through collaboration with beauty influencers that trigger positive reviews and product virality, while Flash Sale provides massive discounts for a limited time to encourage impulsive buying. This study aims to measure the influence of Viral Marketing and Flash Sale on



impulsive buying of Wardah products on TikTok Shop, focusing on students of the Management Study Program, Mandalika University of Education as research subjects. This research is expected to provide insight into the effectiveness of digital marketing strategies in increasing sales and strengthening Wardah's position as a leading cosmetics brand in Indonesia.

Method

This study uses a quantitative research method with survey research techniques. Quantitative research is research that is based on statistical data. Research with survey techniques is research that is carried out by going directly to the field or by distributing questionnaires and questionnaires to respondents. This research also uses a descriptive method, namely explaining or describing according to the facts and circumstances that are seen, produced, and felt (Priadana and Sunarsi, 2021).

The data collection techniques in this study are:

1. Survey

Survey means systematically observing and recording symptoms or problems at the research site. The researcher will conduct a survey at the research location to find out the problems and conditions of the researcher and respondents who will be used as the object of the research.

2. Questionnaire

Questionnaire is a data collection technique that is carried out by giving questions or statements to respondents. Respondents who will be given a questionnaire must fill out according to what they feel and experience. The type of questionnaire or questionnaire used in this study is a closed questionnaire or warm-up where the respondent only marks questions or statements that are considered appropriate. This study uses the Likert Scale to measure attitudes, opinions, and viewpoints of students of the Management Study Program, Mandalika University of Education who have used and shopped at the Tiktok Shop Marketplace. The gradation of the likert scale used from strongly agree to strongly disagree.

SS	Strongly agree	Score	5
S	Agree	Score	4
N	Neutral	Score	3
TS	Disagree	Score	2
STS	Strongly Disagree	Score	1

3. Literature Study

Literature studies are data obtained from various previous research references and also theories that are relevant to this research. The data used in the research is data from published journals, E-books that are relevant to the research and previous researches.

Result and Discussion

Data Description

Based on the results of the questionnaire data processing, respondent data was obtained as follows:

Table 2. Respondent Data

	Respondent Age					Gender			Income	
	19 yrs	20 yrs	21 yrs	22 yrs	23 yrs	L	P	None	100.000- 500.000	>500,000
Respondents	10	15	30	48	10	48	70	60	33	20
Percentage	8,8	13,2	26,5	42,4	8,8	38	62			

Source : Data Processing Results, 2024

In table 1.1, it was found that the results of data related to the respondents of this study were dominated by the age of 22 years old (42.4%) followed by the age of 21 years (26.5%), 20 years (13.2%), 19 years (8.8) and 23 years (8.8%). When viewed from gender, respondents were dominated by women as many as 70 (62%) and men as many as 48 (38%). In addition, data was obtained related to the income of respondents where the average student/student did not have an income of 60 people and those who had an income of 100,000-500,000 as many as 33 people and as many as 20 people had an income above 500,000

Discussion

The results of data collection carried out with questionnaires were then processed using *Microsoft Office Excel* and SPSS. After that, data analysis based on the test that has been determined obtained the following results:

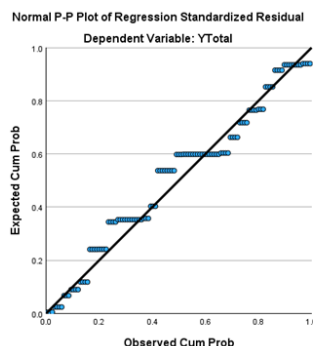


Figure 1 Normality Test

Source : Data Processing Results, 2024

The results of the test showed that the dots were not far from the diagonal line. This can be interpreted that the regression model has been declared distributed by normal. Thus, the regression model is suitable for use in the next stage of testing showed a tolerance value of 0.608 which is greater than 0.1 and the VIF value of the X1 variable of 1.644 which is less than 10. Flash Sale (X2). The results of the multicollinearity test on the X2 variable showed that the tolerance value was 0.608 which means it was above 0.1 and the VIF value of the X2 variable was 1.644 which was less than 10.

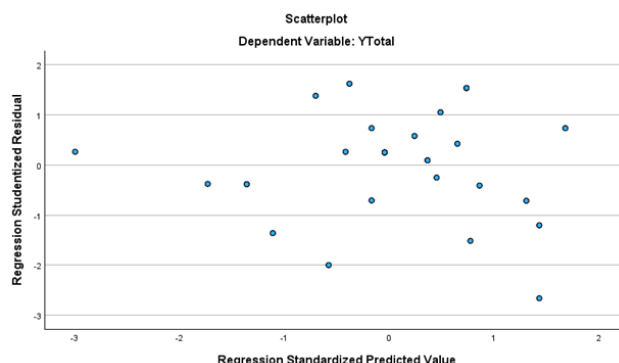


Figure 2 Heteroskedaticity Test

Based on the results of the data output in table 5, it can be concluded that:

Hypothesis Testing 1

Viral Marketing (*X1*) hypothesis test *against Impulsive Buying* (*Y*). Based on the results of the calculation carried out, a calculated *t* value of 24.082 was obtained which had a positive value and had a significant result of $0.001 < 0.05$. The results of the test output showed that *Viral Marketing* had a partial and significant effect on *Impulsive Buying*. This means that students of the Management Study Program at the University of Education Mandalika are doing Impulsive Buying caused by Wardah Products that are Viral on the Tiktok Shop Marketplace. Most consumers of wardah products know wardah products because they are viral and are being talked about by many people

Hypothesis Testing 2

Test the Hypothesis of the *Flash Sale* Variable (*X2*) against the *Impulsive Buying* Variable (*Y*). The output results obtained a *t*-value of 11.022 which has a positive value with a significant amount of $0.001 < 0.05$. This shows that the Flash Sale has a partial and significant effect on impulsive buying. This means that the *Flash Sale* carried out by wardah products will make consumers make *Impulsive Buying* on the Tiktok Shop Marketplace. Wardah products will get more consumers if they always provide *Flash Sale* on their products.

Table 3. F Test (Simultaneously)

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	823.269	2	411.634	849.566	<.001b
	Residual	53.298	110	.485		
	Total	876.566	112			

Source : Data Processing Results, 2024

Table 3 shows the results with a calculated F-value of 849.566 with a significant level of $0.001 < 0.05$. The F (Simultaneous) test will be declared to have a joint effect if a significant value is obtained < 0.05 . From the results of the test output, it can be concluded that the Viral Marketing (*X1*) and Flash Sale (*X2*) Variables have a simultaneous and significant effect on the Impulsive Buying (*Y*) Variable in Wardah products in the *Tiktok Shop* Marketplace. *Viral Marketing* and *Flash Sale* carried out by wardah products



on the Tiktok Shop Marketplace can influence consumers to do *Impulsive Buying*. Consumers of wardah products know wardah products because they are viral and talked about in various circles and influencers who recommend wardah products. Wardah will get more consumers if its products are always viral and known by many people. In addition, *the Flash Sale* given during *the Live Streaming Promotion* carried out on the official tiktok shop account owned by Wardah products will be able to attract more consumers who make impulsive purchases (Impulsive Buying) because they see many promos and big discounts offered by Wardah products.

Table 7 R2 Test (Determination)

Model Summaryb				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969a	.939	.938	.69608

Source : Data Processing Results, 2024

Based on table 7, it shows that the results of the determination test (R2) were obtained with an Adjusted R Square result of 0.938 which means that 93.8% of Impulsive Buying was influenced by Viral Marketing and Flash Sale variables while the remaining 6.2% was influenced by other variables outside the model studied.

Viral Marketing and Flash Sale carried out by Wardah products will have a big impact on getting consumers who do Impulsive Buying. As many as 93.8% of consumers do Impulsive Buying because they are influenced by Viral Marketing and Flash Sale variables.

Conclusion

Research related to "The Influence of Viral Marketing and Flash Sale on Impulsive Buying on Wardah Products in *the* Tiktok Shop Marketplace (Case Study on Management Study Program Students of Mandalika Education University" was conducted using a quantitative method with a total of 113 respondents. Data was obtained from respondents through a questionnaire that was filled out and then the data was processed using SPSS. The conclusions of the results of the research data processing are as follows:

1. Viral Marketing has a significant influence on Impulsive Buying on Wardah products in the Tiktok Shop marketplace with the results of the data output obtained a t-value of 24.082 which has a positive value with a significant value of 0.001 where the value is smaller than 0.05.



2. Flash Sale has a significant influence on Impulsive Buying on wardah products in the Tiktok Shop marketplace with the calculation results obtaining a t-value of 11.022 which has a positive value with a significant value of $0.001 < 0.05$.
3. Viral Marketing and Flash Sale have a significant influence on Impulsive Buying on wardah products in the Tiktok Shop marketplace with the results of the data output obtained an f calculation value of 849,566 with a significant level of $0.001 < 0.05$.

The Determination Test (R^2) also showed that 93.8% of the variables Viral Marketing (X_1) and Flash Sale (X_2) affected the Impulsive Buying Variable. The other 6.2% is unknown to researchers because it is outside the research model.

Based on the results of the research and data processing above, the Viral Marketing and Flash Sale variables will make customers make Impulsive Buying. Consumers will buy wardah products because the product is being talked about and also wardah products often do Flash Sale on the Tiktok Shop Marketplace. Marketing through Viral Marketing and Flash Sale carried out by wardah products will have a good impact on wardah products if they continue to be implemented.

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