

## The Influence of Brand Image and Viral Marketing on Purchase Decisions of Kokumi Products in Medan Selayang District

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### ARTICLE INFO

### ABSTRACT

#### Keywords:

Brand Image; Viral Marketing; Purchase Decision ; Kokumi; F&B;

**Background:** This research aims to determine the effect of brand image and viral marketing on the purchase decision Kokumi products in Medan Selayang District. The focus of this research is to analyze how a brand is perceived by consumers and how strongly viral marketing strategies can encourage consumers to make transactions.

**Method:** The sample in this research used purposive sampling, consisting of 100 respondents who had consumed Kokumi products at least twice. Data collection methods included interviews, questionnaires, and documentation studies. Data analysis techniques include descriptive statistics, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination ( $R^2$ ).

**Results:** The results of this research show that brand image and viral marketing simultaneously have a significant effect on purchasing decisions. The tests conducted show that brand image and viral marketing partially have a positive and significant effect on purchasing decisions. The Adjusted R Square value on purchasing decisions was 0.872, meaning that 87.2% can be explained by brand image and viral marketing.

**Conclusion:** The practical implications of this research indicate that Kokumi management can be more adapt to existing market changes, especially since the current F&B market competition is quite tight.

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## INTRODUCTION

In today's era of globalization, the competitive conditions in the business world are very rapid. Entrepreneurs compete with each other in terms of developing and maintaining their businesses against existing competitors. Entrepreneurs must be careful in seeing the opportunities that exist, because the goal of establishing a business is to gain as much profit as possible. The beverage industry that is growing rapidly is soft drinks, considering Indonesia's climate is tropical and quite hot. One example of a popular drink at the moment is Kokumi as a type of Bubble Tea. This fresh and unique drink is very popular in Indonesia, so many entrepreneurs are taking the opportunity and establishing this business. According to data from electroi (2025), the bubble tea market is expected to grow to \$125.2 billion in 2026 and in 2027. In addition, the global bubble tea market is expected to reach 8.4 billion servings with an increase

rate of 7.6% per year until 2028. Kokumi is known for its unique and innovative drink products, such as Unicorn Shake, Okinawa Brown Sugar and Lemonade Stardust which successfully created a sensation on social media with the tagline "Spread The Happiness. " Kokumi grew rapidly in a short time. As of 2021, Kokumi had 70 branches in Indonesia, 50 of which were managed by investors through a franchise scheme. To maintain and increase sales, Kokumi implemented innovative marketing strategies, one of which was strengthening its brand image and utilizing viral marketing through social media. A strong brand image and effective viral marketing have helped Kokumi become a popular brand among millennials. According to Rina et al. (2023), brand image is defined as a representation of the overall perception of a brand formed from information and consumers' past experiences with a particular brand. Meanwhile, Octavia et al. (2023) state that brand image is a form of brand identity for a product offered to consumers that can differentiate a product from competitors' products. Kokumi's viral marketing sparked curiosity and a desire to try. According to Kotler & Armstrong (2018) viral marketing is a promotional effort that utilizes the power of word of mouth information, in the online world its distribution via social media or other internet platforms.

The current decline in the number of Kokumi outlets is rooted in the phenomenon of saturation of the boba market in Indonesia as consumer enthusiasm for palm sugar-based drinks begins to decline due to the emergence of healthy lifestyle trends and awareness of glycemic intake. As a pioneer in the premium segment, Kokumi faces severe pressure when visual appeal (instagrammable) is no longer enough to justify high prices amidst the onslaught of new competitors offering similar products with much lower cost efficiency. In 2025, Kokumi branches decreased to 41 outlets spread across Indonesia, namely Jakarta with 17 branches, Tangerang with 3 branches, Depok and Bekasi with 2 branches, Bogor and Bandung with 3 branches, Surabaya with 7 branches, Pekanbaru, Palembang, Pontianak each with 1 branch. Initially, Medan had 3 branches located at Sun Plaza, Center Point and Medan Fair. However, in April 2025, the branch located at Medan Fair Plaza was replaced by the brand others. This decrease in the number of outlets due to a decrease in the number of consumer purchases of Kokumi. According to Dian (2023), consumer purchasing decisions are a process in which consumers identify a problem, seek information about specific products or brands they believe can solve their problem, and evaluate these information, ultimately leading to a purchase decision. Kokumi's sales data is presented in Table 1.

**Table 1. Kokumi Sales Data**

Year	Total Sales (Rp)	Cup
2021	2,019,780,000	67,326
2022	1,684,920,000	56,164
2023	1,804,950,000	60,165
2024	1,425,660,000	47,522

Source: Kokumi Sun Plaza (2025)

Researcher's also conducted an initial pre-survey with 30 respondents regarding brand image and viral marketing. Kokumi products. The results of the initial pre-survey are presented in Table 2.

**Table 2. Pre-Survey Data**

Item	SS		S		KS		TS		STS		Total
	F	%	F	%	F	%	F	%	F	%	
<b>Brand Image</b>											
I easily recognize Kokumi outlet in among other brands	5	16.7	14	46.7	10	33.3	-	0	1	3.3	30
I believe Kokumi have a good image and is known by public.	-	0	20	66.7	6	20	3	10	1	3.3	30
I am interested in purchasing the product Kokumi because he has advantages compared to other brand.	3	10	14	46.7	9	30	2	6.7	2	6.7	30
<b>Viral Marketing</b>											

I often talk about Kokumi products to friends via social media	3	10	9	30	9	30	6	20	3	10	30
I often see Kokumi Product content and reviews on my Social Media	1	3.3	11	36.7	12	40	4	13.3	2	6.7	30
I often watch videos promotions made by brand in various social media	1	3.3	10	33.3	12	40	3	10	4	13.3	30

Source: Data Processed by Researchers (2025)

Table 1 shows Kokumi's sales data at Sun Plaza reached Rp 2.019 billion with a total of 67,326 cups sold in 2021. In 2022, sales decreased to Rp 1.684 billion with a total of 56,164 cups sold. In 2023, sales increased to Rp 1.804 billion with a total of 60,165 cups sold. However, in 2024, they experienced a decline again to Rp 1.425 billion with 47,522 cups sold. From this data, it can be seen that Kokumi is experiencing a significant decline in sales due to a decrease in purchasing decisions among potential millennials. The survey on Kokumi's brand image showed mixed responses. Regarding recognition, 46.7% of respondents admitted they could easily recognize Kokumi outlets, but 33.3% disagreed with this statement. This indicates that Kokumi's visual product identity is quite strong. Regarding reputation, 66.7% of respondents believe Kokumi has a good image in the community, while 20% stated they disagreed with this statement. Regarding product excellence, only 46.7% of respondents liked Kokumi's advantages compared to competitors, while 30% disagreed with this statement and 13.4% of them did not see significant advantages. This data shows that Kokumi faces a serious challenge in building a strong brand image because the majority of respondents have not recognized its superiority. This brand is in terms of recognition, reputation, and product affinity in the bubble tea category. A survey regarding Kokumi's viral marketing product showed a negative response. Regarding the first statement about recommendations via social media, 30% of respondents agreed, Another 30% disagreed, and 20% disagreed. This shows consumers' hesitation to recommend Kokumi products on their social media. Regarding reviews, only 36.7 % of respondents have seen Kokumi product content or reviews on their social media, while another 40% doubted having seen Kokumi product content or reviews on social media. The promotional video aspect received a negative response with only 33.3% agreeing that they often see Kokumi product promotional videos on their social media, compared to 40% who disagreed and 23.3% who never saw them on their social media. This data reveals a serious problem in Kokumi product viral marketing, especially in promotional videos, which can impact brand image and purchasing decisions.

Several previous studies related to the influence of brand image and its relationship to purchasing decisions, such as those conducted by Akbari et al. (2024), which showed how social media marketing, product quality, and brand image all have a significant relationship on consumers' purchase decisions, both through direct influence and indirect influence mediated by brand image. Another study conducted by Suhardi et al. (2024) concluded that brand image has a positive and significant effect on purchasing decisions. Research conducted by Juan Carlos et al. (2024) found that there is an influence of brand image on purchasing decisions. However, this differs from research conducted by Sondakh et al. (2022) entitled The Influence of Viral Marketing on Brand Image. and price on Kokumi's purchasing decision in Manado and get partial results brand image does not significantly influence purchasing decisions. Another study conducted by Intan & Rahmawati (2025) indicates that, partially, brand image does not have a significant influence on purchasing decisions. Similar results were also found by Baroto & Artanti (2023) who found that the brand image variable does not have a significant influence on purchasing decisions.

Previous research on viral marketing conducted by Siringoringo (2021) concluded that viral marketing has a positive and significant influence on purchasing decisions at Geprek Benu Medan. The results of this study were strengthened by research conducted by Wongkar, et al (2023) which obtained viral marketing results. has a positive and significant effect on purchasing decisions. The same conclusion was also obtained in the study by Kamal et al. (2025) that there is an influence between viral marketing and purchasing decisions. However, this differs from the study conducted by Sri Astuti & Purba (2024) which concluded that viral marketing variables partially have no positive effect on purchasing decisions. Another study conducted by Sodik et al. (2024) found that electronic word of mouth does not have a

positive and significant effect on purchase decisions. Meanwhile, research conducted by Leonarda & Reonald (2023) shows that viral marketing does not have a positive effect on purchasing decisions.

However, there is still a gap in research that specifically discusses the influence of these two variables on purchase decisions. This gap indicates the need for further research to provide a more complete empirical and theoretical understanding. Therefore, an in-depth understanding is needed regarding the influence of brand image and viral marketing on purchasing decisions for Kokumi products. Thus, this research is important to fill the research gap, especially in the context of the Kokumi product as a type of Bubble Tea. The novelty of this study lies in the location of the study and the variables to be studied. Based on this, further research is needed. This is what prompted researchers to analyze the ongoing phenomenon with the title of the influence of brand image and viral marketing on Kokumi Purchasing Decisions Product in Medan Selayang District. Based on the theoretical and empirical gaps identified, the main objective of this research is to analyze and empirically prove how Brand image and Viral Marketing and partially simultaneously affect purchasing decisions, with the hope of contributing to providing useful input for Kokumi company in increasing the sales of its products.

## METHOD

This research was conducted in September - December 2025. This type of research is quantitative to find the extent of the influence of the independent variable on the dependent variable which is expressed in numbers and graphs and is used to test or confirm theories and assumptions. (Sugiyono, 2019). The population in this study is the community of Medan Selayang District. The selection of Medan Selayang District as the research location is based on the phenomenon of shifting consumer behavior of millennials and Gen Z who are no longer only concentrated in large shopping centers, but are spread across densely populated residential areas and strategic areas. As an area that is the center of student and office activities, Medan Selayang District represents a potential consumer population that is directly exposed to viral marketing trends on social media, but faces limited physical accessibility because Kokumi outlets in Medan now only remain two in the city center.

Based on data from the Medan City Central Statistics Agency (2024), the population in Medan Selayang District, specifically in Asam Kumbang Village, is 20,968 people. The n probability sampling technique was used to determine the number of samples with the purposive sampling method, namely determining the sample through certain considerations based on the specified criteria (Sugiyono, 2019). After using the Slovin formula based on the population, the number of samples obtained was 99.52 people which was rounded up to 100 samples with the following criteria: (1) Millennial generation and generation Z, namely with an age range of 13 - 45 years, (2) Have purchased and consumed Kokumi products at least 2 times, (3) Have basic knowledge about Kokumi products and are able to provide assessments related to the brand image and viral marketing of Kokumi products. The research instrument used interviews and questionnaires. Before testing the hypothesis, a classical assumption test is first carried out, including a normality test, a multicollinearity test, and a heteroscedasticity test. To measure the intensity of the influence between independent variables on the dependent variable, this study uses multiple regression analysis and the determination of the research hypothesis is carried out using partial tests, simultaneous tests and coefficient of determination tests.

## RESULTS AND DISCUSSION

### Results

Kokumi was founded in 2018 amidst the surge in popularity of boba and brown sugar drinks in Indonesia. The brand is the brainchild of Jacqueline Karina, a young entrepreneur with experience in the food and beverage (F&B) industry. Seeing the massive trend and significant market opportunity, Jacqueline created a beverage brand that not only offers delicious flavors but also unique and memorable experiences. The name "Kokumi" is taken from a Japanese culinary term that refers to a richness of flavor, depth, and fullness that cannot be specifically defined. That is, a taste that makes food taste more "delicious" and "complete." Kokumi's founding philosophy is deeply rooted in the pursuit of the joy and wonder of childhood. This concept is visually expressed through its distinctive brand identity, featuring a unicorn as its main mascot and the use of a cheerful and dreamy rainbow color palette. The signature product that immediately established Kokumi's name is the Okinawa Brown Sugar Big Boba.

This menu item became the foundation for the brand's early success, offering just the right amount of sweetness with an authentic brown sugar aroma and a perfectly chewy boba texture. A commitment to selecting premium ingredients, such as high-quality fresh milk and Okinawa (Japanese) brown sugar, is Kokumi's key differentiator in a crowded market. By combining quality taste, strong branding, and a consistent happy philosophy, Kokumi has successfully built a legacy as one of the pioneering local brands in the boba beverage industry in Indonesia.

The characteristics of the research respondents based on gender consisted of 44% men and 56% women. The characteristics of the respondents based on age consisted of 3 categories, namely: (1) 16% aged 15-20 years, (2) 73% aged 21-25 years, and (3) 11% aged 26-30 years. Based on the intensity of respondents consuming Kokumi in the last year, it can be seen in Table 3.

**Table 3. Respondents' Intensity of Consuming Kokumi in the Last Year**

Category	Amount	
	Number of Respondents	Percentage
2 times	43	43%
3 times	23	23%
4 times	18	18%
More than 5 times	16	16%
Total	100	100

Source: (Research results, 2025)

Table 3 shows that in the last 1 year, consumers who consumed Kokumi 2 times were 43 people (43%), consumers who consumed 3 times were 23 people (23%), consumers who consumed 4 times were 18 people (18%), and consumers who consumed Kokumi more than 5 times in the last 1 year were 16 people. With the conclusion that the most dominant respondents who consumed Kokumi in the last 1 year were in the 2 times category.

Determining the scale interval is done through the following calculations:

$$\begin{aligned} \text{Scale range} &= (\text{highest value} - \text{lowest value}) / \text{highest value} \\ &= (5 - 1) / 5 \\ &= 0.8 \end{aligned}$$

Thus, the division of the mean categories is shown in Table 4.

**Table 4. Distribution of Mean Categories Based on Interval**

No	Category	Mean Interval Scale
1	Strongly agree	4.21 – 5.00
2	Agree	3.41 – 4.20
3	I disagree	2.61 – 3.40
4	Don't agree	1.81 – 2.60
5	Strongly disagree	1.00 – 1.80

Source: (Research results, 2025)

## Brand Image Variable Data

**Table 5. Distribution of Brand Image Variable Data**

Item	Percentage (%)					Mean	Scale
	STS	TS	KS	S	SS		
Easy to recognize	16	10	16	29	29	3.45	S
Quality materials	18	10	21	24	27	3.32	KS
Attractive packaging	10	16	17	33	24	3.45	S
Price	13	13	12	30	32	3.55	S
Unique taste	13	12	18	36	21	3.40	KS
Need	13	13	13	27	34	3.56	S
Positive impression	13	13	18	26	31	3.51	S
Advocacy	7	16	16	27	34	3.65	S

Feeling	15	6	20	32	27	3.50	S
Favorite	16	11	16	29	28	3.42	S

Source: (Research results, 2025)

1. The frequency analysis of respondents' answers to the statement "I easily recognize Kokumi's packaging and outlet among other Bubble Tea brands " shows that the average respondent's answer is 3.45. This indicates that the majority of respondents agree with the statement. 29 respondents stated that they strongly agree, and 29 respondents said they agree that they can easily recognize Kokumi outlets at the mall. Meanwhile, 16 respondents answered that they disagree, 10 respondents answered that they disagree, and 16 respondents answered that they strongly disagree, considering that they find it difficult to recognize Kokumi outlets, especially since there is only one outlet in Medan.
2. The frequency analysis of respondents' answers to the statement "I believe Kokumi uses high-quality ingredients in its beverage products" shows that the average respondent's answer was 3.32. This indicates that the majority of respondents disagreed with the statement. 27 respondents stated that they strongly agreed, and 24 respondents said they agreed that they would make a purchase because they felt confident that Kokumi uses quality ingredients. Meanwhile, 21 respondents answered that they disagreed, 10 respondents answered that they disagreed, and 18 respondents answered that they strongly disagreed because they felt that Kokumi was not the only one who uses quality ingredients.
3. The frequency analysis of respondents' answers to the statement "I think Kokumi's product packaging is attractive and cute" shows that the average respondent's answer is 3.45. This indicates that the majority of respondents agree with the statement. 24 respondents stated that they strongly agree, and 33 respondents said they agree that they will make a purchase because Kokumi's packaging is attractive and cute. Meanwhile, 17 respondents answered that they disagree, 16 respondents answered that they disagree, and 10 respondents answered that they strongly disagree because attractive and cute packaging is not the main reason for making a purchase.
4. The frequency analysis of respondents' answers to the statement "For me, the price of Kokumi products is in accordance with the quality offered" shows that the average respondent's answer is 3.55. This indicates that the majority of respondents agree with the statement. 32 respondents stated that they strongly agree, and 30 respondents said they agree that they will make a purchase because the price offered by Kokumi is in accordance with the quality obtained. Meanwhile, 12 respondents answered that they disagree, 13 respondents answered that they disagree, and 13 respondents answered that they strongly disagree, considering that the price offered by Kokumi does not match the quality obtained.
5. The frequency analysis of respondents' answers to the statement "In my opinion, Kokumi offers drinks with unique and different flavors from other brands" shows that the average respondent's answer is 3.4. This indicates that the majority of respondents disagree with the statement. 21 respondents stated that they strongly agree, and 36 respondents said they agree that they will make a purchase because Kokumi offers different flavor variants from other brands. Meanwhile, 18 respondents answered that they disagree, 12 respondents answered that they disagree, and 13 respondents answered that they strongly disagree, assessing that the flavor variants offered by Kokumi are the same as those offered by other brands.
6. The frequency analysis of respondents' answers to the statement "Kokumi provides a choice of drinks that suit my taste and needs" shows that the average respondent's answer is 3.56. This indicates that the majority of respondents agree with the statement. 34 respondents stated that they strongly agree, and 27 respondents said they agree that they will make a purchase because Kokumi provides flavor variants that suit their tastes. Meanwhile, 13 respondents answered that they disagree, 13 respondents answered that they disagree, and 13 respondents answered that they strongly disagree, assessing that the flavor variants offered do not suit their tastes and needs.
7. The frequency analysis of respondents' answers to the statement "I have a positive impression of Kokumi" shows that the average respondent's answer is 3.51. This indicates that the majority of respondents agree with the statement. 31 respondents stated that they strongly agree, and 26 respondents said they agree that they will make a purchase because they have a positive impression

both in terms of service and comfort. Meanwhile, 18 respondents answered that they disagree, 13 respondents answered that they disagree, and 12 respondents answered that they strongly disagree, considering that the service provided is mediocre and there is not much space provided.

8. The frequency analysis of respondents' answers to the statement "I would recommend Kokumi to my friends and relatives" shows that the average respondent's answer is 3.65. This indicates that the majority of respondents agree with the statement. 34 respondents stated that they strongly agree, and 27 respondents said they agree that they will recommend Kokumi to friends and relatives because Kokumi is different from other Bubble Tea drinks in general. Meanwhile, 16 respondents answered that they disagree, 16 respondents answered that they disagree, and 7 respondents answered that they strongly disagree, considering Kokumi the same as other Bubble Tea drinks in general.
9. The frequency analysis of respondents' answers to the statement "I feel happy and enthusiastic when I see or hear someone talking about Kokumi" shows that the average respondent's answer is 3.5. This indicates that the majority of respondents agree with the statement. There are 27 respondents who stated that they strongly agree, and 32 respondents said they agree that they feel happy and enthusiastic when they hear the word Kokumi. Meanwhile, 20 respondents answered that they disagree, 6 respondents answered that they disagree, and 15 respondents answered that they strongly disagree and feel normal when they hear other people talk about Kokumi.
10. The frequency analysis of respondents' answers to the statement "For me, Kokumi is one of my favorite beverage brands" shows that the average respondent answer was 3.42. This indicates that the majority of respondents agreed with the statement. 28 respondents stated that they strongly agreed, and 29 respondents stated that they did not agree. The respondents agreed that Kokumi was their favorite beverage brand. Meanwhile, 16 respondents answered that they disagreed, and 11 respondents answered that they disagreed, and 16 respondents answered strongly disagree, saying that Kokumi was not their favorite beverage brand.

### Viral Marketing Variable Data

**Table 6. Distribution of Viral Marketing Variable Data**

Item	Percentage (%)					Mean	Scale
	STS	TS	KS	S	SS		
Understanding	15	10	13	25	37	3.59	S
Uniqueness & concept	18	7	15	25	35	3.52	S
Product information	12	12	18	24	34	3.56	S
Location information	8	17	13	32	30	3.59	S
Finding content	14	12	16	25	33	3.51	S
Product reviews	10	13	21	26	30	3.53	S
Promoting products	12	10	14	30	34	3.64	S
Uploading product stories	12	15	19	30	24	3.39	KS
Recommend products	16	9	24	33	18	3.28	KS

Source: (Research results, 2025)

1. The frequency analysis of respondents' answers to the question "Content on social media about Kokumi helps me understand what the main products Kokumi offers" shows that the average respondent's answer is 3.59. This indicates that the majority of respondents agree with the statement. 37 respondents stated that they strongly agree, and 25 respondents said they agree that content on social media about Kokumi is very helpful in understanding what products Kokumi offers. Meanwhile, 13 respondents answered that they disagree, 10 respondents disagreed and 15 respondents answered that content on social media about Kokumi was not helpful at all.
2. The frequency analysis of respondents' answers to the question "Through content on social media, I understand the uniqueness of the taste and concept of the Kokumi Brand " shows that the average respondent's answer is 3.52. This shows that the majority of respondents agree with the statement. 35 respondents stated that they strongly agree, and 25 respondents said they agree that content on social media makes them understand the uniqueness of the taste and concept of the Kokumi Brand. Meanwhile, 15 respondents answered that they disagree, 7 respondents disagreed, and 18

respondents answered that they strongly disagreed, assessing that content on social media does not explain the uniqueness of the taste and concept of the Kokumi brand.

3. The frequency analysis of respondents' answers to the question "Kokumi product information on social media makes me interested in making a purchase" shows that the average respondent's answer is 3.56. This indicates that the majority of respondents agree with the statement. 34 respondents stated that they strongly agree, and 24 respondents said they agree that they will make a purchase after seeing Kokumi's social media. Meanwhile, 18 respondents answered that they disagree, 12 respondents disagreed, and 12 respondents answered that they strongly disagreed, saying that seeing Kokumi product information on social media did not make them interested in making a purchase.
4. The frequency analysis of respondents' answers to the question "I can easily find the location of Kokumi outlets from Kokumi social media" shows that the average respondent's answer is 3.59. This indicates that the majority of respondents agree with the statement. There are 30 respondents who stated that they strongly agree, and 32 respondents said they agree to know the location of Kokumi outlets from Kokumi social media. Meanwhile, 13 respondents answered that they disagree, 17 respondents disagreed and 8 respondents answered that they strongly disagreed, assessing that Kokumi social media did not help them in finding the location of Kokumi outlets.
5. The frequency analysis of respondents' answers to the question "I often find content related to Kokumi products on social media" shows that the average respondent's answer is 3.51. This indicates that the majority of respondents agree with the statement. 33 respondents stated that they strongly agree, and 25 respondents said they agree that they often find Kokumi product content on their social media feeds. Meanwhile, 16 respondents answered that they disagree, 12 respondents disagree, and 14 respondents answered that they strongly disagree, assessing that they almost never find Kokumi product content on their social media.
6. The frequency analysis of respondents' answers to the question "I have created positive content and reviews related to Kokumi products" shows that the average respondent answer was 3.53. This indicates that the majority of respondents agreed with the statement. 30 respondents stated that they strongly agreed, and 26 respondents said they agreed that they had created positive content and reviews about Kokumi. Meanwhile, 21 respondents answered that they disagreed, 13 respondents disagreed, and 10 respondents answered that they strongly disagreed that they had created content related to Kokumi on their social media.
7. The frequency analysis of respondents' answers to the question "I have promoted Kokumi's new menu on my social media" shows that the average respondent's answer was 3.64. This indicates that the majority of respondents agreed with the statement. 34 respondents stated that they strongly agree, and 30 respondents said they agree that they have promoted Kokumi's new menu on their personal social media. Meanwhile, 14 respondents answered that they disagree, 10 respondents disagree, and 12 respondents answered that they strongly disagree that they have created promotional content for Kokumi's new menu on their personal social media.
8. The frequency analysis of respondents' answers to the question "I often upload stories on social media when purchasing Kokumi products" shows that the average respondent's answer is 3.39. This indicates that the majority of respondents disagree with the statement. 24 respondents stated that they strongly agree, and 30 respondents said they agree that they often upload stories when purchasing Kokumi products. Meanwhile, 19 respondents answered that they disagree, 15 respondents disagree, and 12 respondents answered that they strongly disagree that they often upload stories when purchasing Kokumi products.
9. The frequency analysis of respondents' answers to the question "I have talked about or recommended Kokumi to friends or relatives after seeing viral content from Kokumi" shows that the average respondent's answer was 3.28. This indicates that the majority of respondents disagreed with the statement. 18 respondents stated that they strongly agreed, and 33 respondents said they agreed that they often talk about Kokumi products after seeing Kokumi content on social media. Meanwhile, 24 respondents answered that they disagreed, 9 respondents disagreed, and 16 respondents answered that they strongly disagreed about talking about Kokumi products after seeing Kokumi content on social media.

## Purchasing Decision Variable Data

**Table 7. Distribution of Purchase Decision Variable Data**

Item	Percentage (%)					Mean	Scale
	STS	TS	KS	S	SS		
Flavor variants	12	16	14	33	25	3.43	S
Trust	13	11	17	37	22	3.44	S
Habit	17	10	17	28	28	3.40	KS
Cute & attractive packaging	15	12	14	30	30	3.47	S
Advice from friends	14	11	15	29	29	3.50	S
Positive experience	9	13	15	31	32	3.64	S
Top choice	14	12	15	30	29	3.48	S
Loyal customers	12	15	14	27	32	3.52	S

Source: (Research results, 2025)

1. The frequency analysis of respondents' answers to the question "I feel confident choosing Kokumi products because the flavor variants I want are only available at Kokumi" shows that the average respondent's answer is 3.43. This shows that the majority of respondents agree with the statement. There are 25 respondents who stated strongly agree, and 33 respondents said they agree because the desired flavor variants are available at Kokumi. Meanwhile, 14 respondents answered less agree, 16 respondents disagree and 12 respondents answered strongly disagree assessing that the desired flavor variants are not only available at Kokumi.
2. The frequency analysis of respondents' answers to the question "I believe Kokumi is the best choice compared to other Bubble Tea brands" shows that the average respondent's answer is 3.44. This indicates that the majority of respondents agree with the statement. 22 respondents stated that they strongly agree, and 37 respondents said they agree that Kokumi is the best choice in the Bubble Tea beverage category. Meanwhile, 17 respondents answered that they disagree, 11 respondents disagree, and 13 respondents answered that they strongly disagree, assessing other brands as good as Kokumi.
3. The frequency analysis of respondents' answers to the question "I always buy Kokumi when I feel thirsty while hanging out at the mall with friends or relatives" shows that the average respondent's answer is 3.4. This indicates that the majority of respondents disagree with the statement. 28 respondents stated that they strongly agree, and 28 respondents said they agree that they always buy Kokumi when they feel thirsty at the mall. Meanwhile, 17 respondents answered that they disagree, 10 respondents disagreed, and 17 respondents answered that they strongly disagreed and did not always buy Kokumi when they feel thirsty at the mall.
4. The frequency analysis of respondents' answers to the question "I usually buy Kokumi because the packaging is cute and attractive" shows that the average respondent answer is 3.47. This indicates that the majority of respondents agree with the statement. There are 30 respondents who stated strongly agree, and 29 respondents said they agree to make purchases because of Kokumi's cute and attractive packaging. Meanwhile, 14 respondents answered disagree, 12 respondents disagree and 15 respondents answered strongly disagree, considering that cute and attractive packaging is not the main reason for making a purchase.
5. The frequency analysis of respondents' answers to the question "I bought Kokumi because of a friend or family member's recommendation" shows that the average respondent's answer was 3.5. This indicates that the majority of respondents agreed with the statement. Twenty-nine respondents stated that they strongly agreed, and 31 respondents agreed that they made the purchase because of a friend or family member's recommendation. Meanwhile, 15 respondents answered that they disagreed, 11 respondents disagreed, and 14 respondents answered that they strongly disagreed. They considered that buying Kokumi was not based on a friend or family member's recommendation.
6. The frequency analysis of respondents' answers to the question "I am interested in buying Kokumi after hearing positive experiences from others" shows that the average respondent answer is 3.64. This indicates that the majority of respondents agree with the statement. 32 respondents stated that

they strongly agree, and 31 respondents said they agree to make a purchase after hearing positive experiences from others. Meanwhile, 15 respondents answered that they disagree, 13 respondents disagree, and 9 respondents answered that they strongly disagree, not making a purchase even though they have heard positive experiences from others.

7. The frequency analysis of respondents' answers to the question "Kokumi is my main choice when I want to buy Bubble Tea drinks" shows that the average respondent's answer is 3.48. This shows that the majority of respondents agree with the statement. There are 29 respondents who stated that they strongly agree, and 30 respondents said they agree that Kokumi is the main choice when they want to buy Bubble Tea drinks. Meanwhile, 15 respondents answered that they disagree, 12 respondents disagree, and 14 respondents answered that they strongly disagree, they think that Kokumi is not the only main choice when they want to buy Bubble Tea products.
8. The frequency analysis of respondents' answers to the question "I will continue to be a loyal Kokumi customer" shows that the average respondent's answer was 3.52. This indicates that the majority of respondents agreed with the statement. 32 respondents stated that they strongly agreed, and 27 respondents said they agreed that they would become loyal Kokumi customers. Meanwhile, 14 respondents answered that they disagreed, 15 respondents disagreed, and 12 respondents answered that they strongly disagreed, to become loyal Kokumi customers.

Next, the researchers conducted classical assumption tests which include normality tests, multicollinearity tests, heteroscedasticity tests. The results of the normality test shown in Table 8.

**Table 8. Data Normality Test Output**

		Unstandardized Residual	
<b>N</b>		<b>100</b>	
<b>Normal Parameters<sup>a,b</sup></b>	<b>Mean</b>	<b>.0000000</b>	
	<b>Std. Deviation</b>	<b>3.12930038</b>	
<b>Most Extreme Differences</b>	<b>Absolute</b>	<b>.069</b>	
	<b>Positive</b>	<b>.066</b>	
	<b>Negative</b>	<b>-.069</b>	
<b>Test Statistic</b>		<b>.069</b>	
<b>Asymp. Sig. (2-tailed)<sup>c</sup></b>		<b>.200<sup>d</sup></b>	
<b>Monte Carlo Sig. (2-tailed)<sup>e</sup></b>	<b>Sig.</b>	<b>.273</b>	
	<b>99% Confidence Interval</b>	<b>Lower Bound</b>	<b>.261</b>
		<b>Upper Bound</b>	<b>.284</b>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: (Research results, 2025)

Table 8 shows that the Asymp. Sig. (2-tailed) value is 0.200 and above the significance value (0.05) or 5%, so it can be concluded that the residual variable is normally distributed. Based on testing using SPSS, the results of the multicollinearity test can be seen in Table 9.

Table 9. Output of Data Multicollinearity Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.851	1.088		.783	.435		
	brand image	.471	.084	.576	5.585	.000	.121	8.233
	viral marketing	.336	.093	.374	3.627	.000	.121	8.233

a. Dependent Variable: keputusan pembelian

Source: (Research results, 2025)

Table 9 shows that the tolerance value of all independent variables is greater than the fixed value of 0.1 and the VIF value of all independent variables is smaller than the fixed value of 10. Therefore, the data in this study is said to not experience multicollinearity problems. Heteroscedasticity testing was carried out using a scatterplot test. The results of the heteroscedasticity test are in Figure 1.

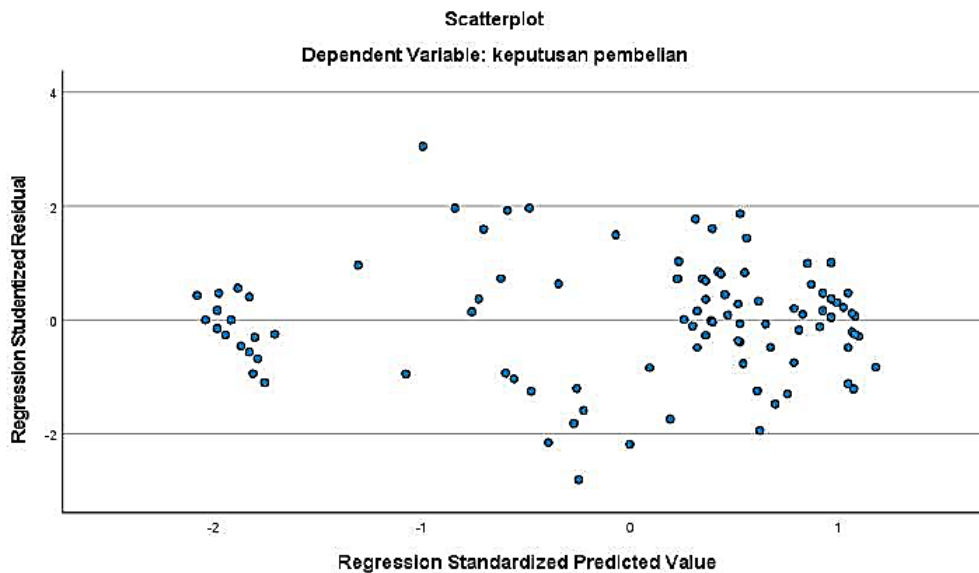


Figure 1. Heteroscedasticity Test Results

Source: (Research results, 2025)

Based on Figure 1, it is known that there is no clear pattern and the points are spread above and below the number 0 on the Y axis, so based on the graphic method, there is no heteroscedasticity in the regression model which is suitable for use in predicting purchasing decisions based on the input variables of brand image and viral marketing. The use of multiple linear regression analysis is intended to determine the influence of the independent variable which is usually called *X* against the dependent variable which is usually called *Y*. Table 10 is the result of multiple linear regression analysis.

Table 10. Results of Multiple Linear Regression Analysis

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.851	1.086		.783	.435		
	brand image	.471	.084	.576	5.585	.000	.121	8.233
	viral marketing	.336	.093	.374	3.627	.000	.121	8.233

a. Dependent Variable: keputusan pembelian

Source: (Research results, 2025)

Based on Table 10, it is known that the unstandardized coefficients value obtained for the  $\beta_1$  brand image variable is 0.471, the  $\beta_2$  viral marketing variable is 0.336 and the constant value ( $\beta_0$ ) is 0.851, so the multiple linear regression equation is obtained:

$$Y = 0.851 + (0.471) X_1 + (0.336) X_2$$

From this equation it can be explained with the following description:

1. The constant ( $\beta_0$ ) = 0.851 shows that if brand image and viral marketing are considered constant, the purchasing decision variable has a value of 0.851;
2. The coefficient ( $\beta_1$ ) = 0.471 shows a positive influence, which means that if the brand image variable increases by one unit, the purchasing decision value also increases by 0.742 units and vice versa;
3. The coefficient ( $\beta_2$ ) = 0.336 indicates a positive influence, which means that if the viral marketing variable increases by one unit, the purchasing decision value will also increase by 0.336 units and vice versa.

Hypothesis testing was carried out using partial significance tests (t-tests), simultaneous ANOVA tests (F-tests) and coefficient of determination tests (R<sup>2</sup>). The results of the partial significance test (t-test) are presented in Table 11.

Table 11. Results of Partial Significance Test (t-test)

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.851	1.086		.783	.435		
	brand image	.471	.084	.576	5.585	.000	.121	8.233
	viral marketing	.336	.093	.374	3.627	.000	.121	8.233

a. Dependent Variable: keputusan pembelian

Source: (Research results, 2025)

From Table 11, it can be described as follows:

1. The brand image variable significantly influences purchasing decisions. This is evident from the significant value (0.000) < 0.05 and the calculated t-value (5.585) > compared to the t-table (1.984) at df = 97;

2. Viral marketing variable significantly influences purchasing decisions. This is evident from the significance value (0.000) < 0.05 and the calculated t-value (3.627) > compared to the t-table (1.984) at df = 97.

Next, the results of the simultaneous test (F test) are presented in Table 12.

**Table 12. Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6773.100	2	3386.550	338.844	.000 <sup>b</sup>
	Residual	969.460	97	9.994		
	Total	7742.560	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), viral marketing, brand image

Source: (Research results, 2025)

Table 12 shows the F-count value is 338.844 with a significance level of 0.000. While the F-table at a 95% confidence level ( $\alpha = 0.05$ ) and df = 97 is 3.09. Therefore, both calculations, namely F-count > F-table and the significance level (0.000) < 0.05, indicate that the influence of the independent variables (brand image and viral marketing) simultaneously is significant on the purchasing decision of Kokumi products in Medan Selayang District. Next, the results of the coefficient of determination test (R2 test) are presented in Table 13.

**Table 13. Results of the Determination Coefficient Test (R2 test)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 <sup>a</sup>	.875	.872	3.16140

a. Predictors: (Constant), viral marketing, brand image

b. Dependent Variable: keputusan pembelian

Source: (Research results, 2025)

Based on Table 13, it can be seen that the Adjusted R Square value of 0.872 means that 87.2% of purchasing decisions can be explained by Brand Image and Viral Marketing. Meanwhile, the remaining 12.8 % can be explained by other factors not examined in this study, such as customer experience, customer satisfaction, social media marketing, and so on.

## Discussion

### The Influence of Brand Image on Purchasing Decisions

The results of the t-test data analysis of the Brand Image variable have a positive and significant effect on Purchasing Decisions. Seen from the significant value (0.000) < 0.05 and the calculated t (5.585) > compared to the t-table (1.986). This shows that Brand Image has an effect on increasing Purchasing Decisions and the influence of this variable is significant so that the Brand Image variable on Kokumi Products is considered good. Statements on the Brand Image variable tend to receive an agreeing response from respondents. The statement that received the dominant agreement on this variable was “I will recommend Kokumi to my friends and relatives” showing that the average respondent's answer was 3.65. The statement that received the second dominant in this variable was “Kokumi provides a choice of drinks that suit my tastes and needs” Showing that the average respondent's answer was 3.56, this indicates that Kokumi consumers feel that Kokumi's flavor variants suit their needs and tastes. However, based on the analysis of the distribution of answers, some respondents considered Kokumi's product Brand Image to be less good. This was because respondents thought Kokumi's Brand Image

was starting to decline and was the same as other beverage brands. One aspect was that it was difficult to recognize Kokumi Outlets, especially in Medan itself, there was only one remaining Outlet. In addition, some respondents argued that Kokumi had not made any Innovation since its inception until now, which caused consumers to be bored with the existing concept. Therefore, Brand Image is very important so that consumers have the desire to make a purchase. This is in line with the analysis of Akbari, et al (2024), Suhardi, et al (2024) and Juan Carlos, et al. (2024) which states that brand image has a positive and significant influence on purchasing decisions.

### **The Influence of Viral Marketing on Purchasing Decisions**

The results of the t-test data analysis of the viral marketing variable have a positive and significant effect on purchasing decisions. Seen from the significant value  $(0.000) < 0.05$  and the calculated  $t (3.627) >$  compared to the t-table (1.986). This shows that viral marketing has an effect on increasing purchasing decisions and the influence of this variable is significant so that the viral marketing variable on Kokumi products is considered good. Statements on the viral marketing variable tend to receive an agreeing response from respondents. The statement that received the dominant agreement for this variable was "Content on social media about Kokumi helps me understand what the main products Kokumi offers" showing that the average respondent's answer was 3.59, this indicates that Kokumi-related content on social media can help consumers understand what products Kokumi offers. The statement that received the second dominant response in this variable was "I can easily find the location of Kokumi outlets or stores from Kokumi's social media" showing that the average respondent's answer was 3.59, this indicates that consumers can easily find the location of Kokumi outlets or stores throughout Indonesia through Kokumi's social media. However, based on the analysis of the distribution of answers, some respondents considered that Viral Marketing on Kokumi products was not good. One aspect assessed was that respondents felt that Kokumi's social media was less active. In addition, Kokumi's social media also appears to receive less public attention, so respondents feel less interested in finding out about or even buying Kokumi products. Therefore, viral marketing plays a crucial role in encouraging consumers to make purchases. This aligns with the analysis of viral marketing variables and purchasing decisions conducted by Siringoringo (2021), Wongkar et al. (2023), and Kamal et al. (2025), which found that viral marketing influences purchasing decisions.

### **The Influence of Brand Image and Viral Marketing on Purchasing Decisions**

Based on the F-test, the Brand Image and viral marketing variables have a positive and significant effect on purchasing decisions. This is explained by the F-count value of 338,844 with a significance level of (0.000). While the F-table at a 95% confidence level ( $\alpha = 0.05$ ) is 3.09. Therefore, in both calculations, namely  $F\text{-count} > F\text{-table}$  and the significance level  $(0.000) < 0.05$ , it shows that the influence of the independent variables (Brand Image and Viral Marketing) simultaneously is significant on Purchasing Decisions on Kokumi products in Medan Selayang District to increase Sales. So that the Brand Image and Viral Marketing variables on the Kokumi Brand are considered good. Statements on variable x (Brand Image and Viral Marketing) tend to get an agree response from respondents. This shows that respondents have a good experience with Kokumi Products, especially the available flavor variants according to taste and the concept that Kokumi has is different from other brands, which is one of the attractive points for consumers and consumers have a desire for Kokumi Outlets, especially in Medan, to increase because it is difficult to access if there is only one branch. However, based on the analysis of the distribution of answers, some respondents considered that Brand Image and Viral Marketing on Purchasing Decisions on Kokumi products were not good. One aspect that was considered very bad was social media activity, where Kokumi's social media, such as Instagram, was less active and received less attention from the public. Kokumi's Instagram posts are still said to lack product focus, making respondents less interested in making purchases. In addition, consumers are also starting to get bored with the concepts used. Therefore, brand image and viral marketing are crucial for consumers to make purchasing decisions. This aligns with research by Wongkar et al. (2023), which revealed that brand image and viral marketing have a positive and significant influence on purchasing decisions.

## **CONCLUSION**

Based on the results of the analysis and discussion in this research, the researchers drew the following conclusions:

1. The brand image variable partially has a positive and significant effect on purchasing decisions for Kokumi products in Medan Selayang District. This is in line with research by Dikana Alfina Putri (2023) which revealed that brand image has a positive and significant effect on purchasing decisions;
2. viral marketing variable partially has a positive and significant effect on purchasing decisions for Kokumi products in Medan Selayang District. This is in line with research by Clariva Latulinsky et al. (2025) which revealed that viral marketing has a positive and significant impact on purchasing decisions.
3. Brand image and viral marketing variables simultaneously had a positive and significant influence on purchasing decisions for Kokumi products in Selayang District. This aligns with research by Muhammad Ammar Faiq & Moch Khoiril Anwar (2024), which revealed that viral marketing and brand image simultaneously influence purchasing decisions.

This research has an important contribution to Kokumi management. The findings that brand image has a positive and significant effect on purchasing decisions for Kokumi products must be followed up because there are several problems in brand image such as consumers starting to get bored with the existing concept and the lack of taste innovation. Therefore, Kokumi management must further improve innovation both from the concept of outlets and product packaging at Kokumi and it is hoped that Kokumi management can be more aware and adapt to existing market changes, especially since the current F&B market competition is quite tight. In addition, the findings of this study, namely viral marketing, have a positive and significant effect on increasing purchasing decisions for Kokumi products, must receive special attention because there are several problems in viral marketing such as the lack of activity on Kokumi's social media. Kokumi's social media platforms receive little public attention, and its posts lack product focus, leading many consumers to be less interested in making purchases. Therefore, it is recommended that Kokumi's management, especially its marketing department, pay more attention to current F&B market trends. This includes posting product content regularly, creating cinematic- style content or videos of product creation, and uploading all promotional activities to social media. In addition, the variables used in this research are still limited. This research uses two independent variables to measure purchasing decisions, so it is recommended that future researchers are expected to be able to develop and add other variables not examined in this study that can measure purchasing decisions, for example, customer experience, customer satisfaction (tourist satisfaction), social media marketing and so on for Kokumi products throughout Indonesia.

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