


The Influence Of Viral Marketing And Prices On Purchasing Decisions At Fore Coffee Kediri

¹Syachnaz Putri Sagita Lestari, ²Ria Lestari Pangastuti, ³Wahyu Dede Gustiawan
^{1,2,3}Universitas Kadir

Article Info	ABSTRACT
Keywords: Viral Marketing, Price, Purchase Decision	The culture of drinking coffee is currently a new trend that has emerged in various groups of Kediri society. Fore Coffee is a coffee startup that is currently busy in Kediri. This research uses a quantitative method of surveying respondents via questionnaires with a total of 96 respondents. Based on the results of research on the influence of Viral Marketing and Price on Purchasing Decisions for Fore Coffee Kediri through distributing questionnaires, it can be concluded that Viral Marketing has no partial influence on the Purchasing Decision variable, while Price has a partial influence on the Purchasing Decision variable. However, if Viral Marketing and Price are combined, both have a significant influence on the Purchase Decision for Fore Coffee Kediri.
This is an open access article under the CC BY-NC license 	Corresponding Author: Syachnaz Putri Sagita Lestari Universitas Kadir syacnnazsagita@gmail.com

INTRODUCTION

Fore Coffee is a coffee startup that aspires to make the best specialty coffee for customers. Like the name taken from the word "Forest" or forest. Fore Coffee, which was founded in August 2018, offers premium Fore Coffee coffee products sold at various prices starting from Rp. 19,000 to Rp. 39,000, at that time it immediately enlivened the coffee industry which was on the rise in Indonesia (Otten Magazine, 2019).

Fore Coffee carries out viral marketing through an active and creative social media approach. This approach has become one of the main pillars of Fore Coffee's success in attracting the attention of today's young people (Fore Coffee, 2024). This approach not only builds brand awareness, but also drives viral movement. Through various challenges and creative content, Fore Coffee has succeeded in involving customers to participate actively. This gives an additional boost to Fore Coffee's brand image as a trendy, modern and interactive brand. Overall, an active and creative social media approach has proven itself to be the foundation of a successful marketing strategy for Fore Coffee.

METHODS

This type of research uses a quantitative approach (Sugiyono, 2018). This research was conducted to determine the influence of viral marketing and price on purchasing decisions for Fore Coffee. The population in this research are consumers or customers of Fore Coffee. The research location is in Kediri City. The sample in this study used 96 respondents. In collecting primary data in the form of distributing questionnaires.

RESULTS AND DISCUSSION

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Based on the results of statistical testing in the linear regression test carried out, it was obtained that the significant value was $(0.05) < 0.88$ and the T table value $(1.985) > T$ count (0.146) . So it can be concluded that the Viral Marketing variable (X1) has no partial effect on the Purchasing Decision variable (Y). The results of the analysis above can be interpreted as meaning that respondents in the study do not think there is a significant relationship between Viral Marketing and Purchasing Decisions.

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Based on the results of statistical testing in the linear regression test carried out, it was obtained that the significant value was $(0.05) > (0.00)$ and the T table value $(1.985) < T$ count (5.403) . So it can be concluded that the Price variable (X2) has a partial effect on the Purchase Decision variable (Y). The results of this research are in line with previous research conducted previously by Ira Arjunita et al, (2021) with the title The Influence of Viral Marketing, Store Atmosphere, and Brand Trust on Purchasing Decisions for Tuya Manado Coffee Products. The results showed that price partially influences purchasing decisions at Kokumi Manado. The results of the analysis above can be interpreted as meaning that respondents consider the prices offered at Fore Coffee to be considered affordable and in accordance with the products offered, according to consumer assumptions, according to the quality and benefits received by consumers. This means that price influences the decision to purchase Fore Coffee in Kediri.

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Based on the results of statistical testing in the linear regression test, the calculated F value $> F$ table and the probability (signification) is smaller than $0.05(\alpha)$, then H_0 is rejected, so the independent variable simultaneously influences the dependent variable significantly, meaning that simultaneously there is the influence of the Viral Marketing variable (X1) and the Price variable (X2) on the Purchasing Decision variable (Y). In the context of the linear regression test carried out, the two independent variables (Viral Marketing and Price) together significantly influence the dependent variable (Purchasing Decision). This indicates that in this model, the combination of Viral Marketing and Price has a strong influence on respondents' purchasing decisions.

The results of this research are in line with previous research conducted previously by Novel David Sondakh (2022) with the title "The Influence of Viral Marketing Brand Image and Price on Purchasing Decisions of Kokumi Manado" which showed that viral marketing, brand image and price had a significant influence on decisions. purchase of Kokumi Manado.

CONCLUSIONS

Based on the results of research on the influence of Viral Marketing and Price on Purchasing Decisions for Fore Coffee Kediri through distributing questionnaires, it can be concluded that Viral Marketing has no partial influence on the Purchasing Decision variable, while Price has a partial influence on the Purchasing Decision variable. However, if Viral Marketing and

Price are combined, both have a significant influence on the Purchase Decision for Fore Coffee Kediri.

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