The Influence of Viral Marketing and Halal Awareness on Purchasing Decisions at The Mie Gacoan Branch Dr. Mansyur Medan

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ABSTRACT

This study was conducted to determine the effect of viral marketing and halal awareness on purchasing decisions at the Dr. Mansyur Medan branch of Mie Gacoan. In this study using quantitative research, quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research on certain populations or samples, characteristics and relationships between variables whose data collection techniques use questionnaires. Data collection in this study was carried out through distributing questionnaires using a Likert scale. The sample in this study were Gacoan Noodle Consumers totaling 97 respondents. The technique used to analyze data using Multiple Linear Regression Analysis with the help of SPSS Software. The results showed that the partial test of viral marketing variables had a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch. The halal awareness variable has a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch, and in the simultaneous test the viral marketing variable and the halal awareness variable together have a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch. In the Coefficient of Determination test, the Adjusted R Square value is 0.562 (56.2%) and the rest is influenced by other factors.

INTRODUCTION

Traditional Indonesian cuisine is one of the cultural treasures that must be developed as a cultural asset. Some of Indonesia's culinary specialties have begun to be famous to foreign countries. There are many culinary delights in Indonesia such as Rendang, Soto, Fried rice, Meatballs, Gado-gado and many more. One of them that is currently popular is Mie Gacoan. Mie Gacoan is a contemporary spicy noodle which is a subsidiary of PT Pesta Pora Abadi. Mie Gacoan is one of the noodle-based culinary delights that is familiar to the Indonesian tongue. Gacoan noodles are noodles that are quite much in demand by the public not only the price is pocket-friendly, Mie Gacoan also provides a comfortable and suitable place for consumers and also for students, by providing facilities such as wifi, electric plugs

and updated music. This makes Gacoan Noodles attractive to many people, so many decide to buy it. Purchasing Decisions are the stage in the decision-making process where consumers actually buy. Purchasing decisions by consumers are influenced by many things, one of which is consumer behavior (Kotler and Keller, 2015). Viral Marketing is a digital version of word of mouth marketing that involves creating videos, ads, and other marketing content that is so contagious that customers will seek out the creators or forward the content to their friends (Kotler and Armstrong, 2018). Halal Awareness is an insight of a Muslim to the process and concept of halal, and the importance of consuming something halal. One form of halal awareness is to consider that the product has a halal label when making purchasing decisions (Pramintasari and Fatmawati, 2017).

The objectives of this research are as follows:
1. Determine the effect of Viral Marketing on purchasing decisions at Mie Gacoan Dr. Mansyur Medan Branch.
2. Determine the effect of Halal Awareness on purchasing decisions at Mie Gacoan Dr. Mansyur Medan Branch.
3. Determine the effect of Viral Marketing and Halal Awareness simultaneously on purchasing decisions at Mie Gacoan Dr. Mansyur Medan Branch.

Viral Marketing

According to Kotler dan Amstrong (2018), viral marketing is word of mouth marketing through the internet version, which has a relationship with creating an e-mail or marketing method that is so contagious that consumers want to spread and share it with their friends. Viral Marketing is the digital version of word of mouth marketing, with videos, advertisements and other marketing content that can be contagious so that consumers will share it with their friends. Indicators of viral marketing:
1. Social Media
2. Opinion Leader Involvement
3. Product Knowledge
4. Clarity of Product Information
5. Talking About Products

Halal Awareness

According to Pambudi (2018), Halal awareness is a Muslim's understanding of the concept of halal, halal process, and halal principles which ultimately prioritizes halal food for their consumption. Halal Awareness is the understanding and knowledge of consumers regarding the halalness of a product before buying and consuming. Indicators of halal awareness:
1. Understanding or knowledge
2. Aware of halal products
3. Aware of hygiene and product safety

Purchase Decision

According to Kotler dan Amstrong (2016), Purchasing decisions are consumer behavior about how individuals, groups and organizations choose, buy, use goods, services, ideas or experiences to meet their needs and wants. Purchasing decisions are final consumer decisions in the process of problem recognition, information search, product evaluation and selection. Indicators of Purchasing Decisions:

1. Purchase stability after knowing product information
2. Deciding to buy because the brand is liked
3. Decided to buy because it suits your wants and needs
4. Buying because of recommendations from others

Hypothesis
1. Viral Marketing has a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch.
2. Halal Awareness has a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch.
3. Viral Marketing and Halal Awareness together have a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch.

METHOD
Type of Research
The type of research used is quantitative research which is associative in nature. It should be noted that quantitative research is required to use a lot of numbers, starting from data collection, interpretation of the data and the appearance of the results. Thus it can be seen that the nature of associative research is intended to test the hypothesis between research variables so that the influence between these variables is known.

Population and Sample
Population is a generalization area consisting of objects and subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2019). The population in this study were consumers at "Mie Gacoan" Dr. Mansyur Medan branch. While the sample is part of the number and characteristics possessed by the population (Sugiyono, 2019). The sample is part of the population. The population in this study was 5.584, so the slovin formula was used to determine the number of samples, and the number of samples in this study were 97 respondents.

Test the research Instrument
Research instruments are tools used in research to measure an observed natural or social phenomenon (Sugiyono, 2017). A good research instrument must meet the requirements of being accurate and reliable.

In this study, two types of instrument test tests were used, namely validity and reliability tests.

Classical Assumption Test
According to Ghozali (2018) The Classical Assumption Test is a test conducted to assess the reliability of a model. The Classical Assumption Test is a statistical requirement that must be carried out in multiple linear regression analysis based on ordinary lest square. The classical assumption test aims to show the certainty of regression equations that have accuracy in estimation and consistency. The classic assumption test consists of normality test, multicollinearity test, and heteroscedasticity test.

Data Analysis Technique
Data analysis technique is a method or way to process or process data into valid and easily understood information. Data analysis technique is a process for processing data and information into the research process, later the data will be used as research results or new information that is valid and also easy. Data analysis techniques used, descriptive statistical analysis, multiple linear analysis, hypothesis testing and coefficient of determination.

RESULTS AND DISCUSSION

Validity Test

Validity testing for variable instruments Viral Marketing, Halal Awareness and Purchasing Decisions which are calculated using the SPSS for Windows program, are obtained in the following table results:
Table 1. Validity Test

Variable	Indicator	r_c	r_t(df=28)	Desc
Viral Marketing (X1)	X1.1	0,663	0,3610	Valid
	X1.2	0,472	0,3610	Valid
	X1.3	0,646	0,3610	Valid
	X1.4	0,629	0,3610	Valid
	X1.5	0,550	0,3610	Valid
	X1.6	0,616	0,3610	Valid
	X1.7	0,654	0,3610	Valid
	X1.8	0,539	0,3610	Valid
	X1.9	0,524	0,3610	Valid
	X1.10	0,542	0,3610	Valid
Halal Awareness (X2)	X2.1	0,580	0,3610	Valid
	X2.2	0,542	0,3610	Valid
	X2.3	0,805	0,3610	Valid
	X2.4	0,786	0,3610	Valid
	X2.5	0,811	0,3610	Valid
	X2.6	0,805	0,3610	Valid
Purchase Decision (Y)	Y.1	0,644	0,3610	Valid
	Y.2	0,876	0,3610	Valid
	Y.3	0,690	0,3610	Valid
	Y.4	0,549	0,3610	Valid
	Y.5	0,721	0,3610	Valid
	Y.6	0,737	0,3610	Valid
	Y.7	0,787	0,3610	Valid
	Y.8	0,525	0,3610	Valid

Based on the table above, it is known that the instrument test on the Viral Marketing, Halal Awareness and Purchase Decision variables shows that each statement item on all variables is said to be valid.

Reliability Test
Reliability testing for variable instruments Viral Marketing, Halal Awareness and Purchasing Decisions which are calculated using the SPSS for Windows program, are obtained in the following table:
Table 2. Reliability Test

Var	*Cronbach's Alpha*	Reliable	Desc
Viral Marketing	0,784	0,70	Reliable
Halal Awareness	0,814	0,70	Reliable
Keputusan Pembelian	0,841	0,70	Reliable

Based on the table above, it is known that the reliability test on the instruments of all research variables shows that all Cronbach's Alpha values are greater than 0.70, namely 0.784, 0.814 and 0.841, meaning that the reliability of this questionnaire is very good. This shows that each statement item on all variables is said to be reliable.

Classical Assumption Test
A good model must fulfill the absence of classical assumption problems in the model. If a model still has a classic assumption problem, revision or healing steps will be taken to eliminate the problem. Classical assumption testing will be carried out as follows:
1. Normality Test
The purpose of the normality test is to determine whether each variable is normally distributed or not. Data is said to be normally distributed if the sig

value. > 0.05 and if the sig value. <0.05 then the data is not normally distributed. The following are the results of the normality test using Kolmogorov Smirnov:

Table 3. One-Sample Kolmogorov-Smirnov Test

Model	Unstd B	Coef f Std error	Stan d B	T	sig n
(Constan)	2,86	2,225		1,3	0,2
Viral Marketing	0,03	0,038	0,08	0,8	0,4
Halal Awareness	-0,04	0,068	-0,07	-0,6	0,5

Based on the table above, the results of the heteroscedasticity test are using the Glejser test. The viral marketing and halal awareness variables show a significant value> 0.05, so it can be concluded that the regression model used in this study does not occur heteroscedasticity.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstd B	Coef f Std error	Sta nd B	T	sign
(Constan)	21,1	3,6		5,9	<,001
Viral Marketing	0,15	0,06	0,2	2,5	0,016
Halal Awareness	0,23	0,11	0,2	2,1	0,040

Based on the table above, it is known that the sig value. 0.200> 0.05, it can be concluded that the data is normally distributed.

Based on the table above, it is known that the regression equation model can be written from these results in the form of a regression equation as follows:

$$Y = 21,1 + 0,15X_1 + 0,23X_2 + 3,6$$

The regression equation shows that:

1. The constant value (a) is 21,1 meaning that if the purchasing decision is above 0 (zero),

the company value is positive.
2. The regression coefficient value of the viral marketing variable is positive 0,15, meaning that every increase in viral marketing by 1 point, the purchasing decision will change positively, assuming other variables are constant.
3. The regression coefficient value of the halal awareness variable is positive 0,2, meaning that every increase in halal awareness by 1 point, the purchasing decision will change positively, assuming other variables are constant.
4. The standard error value (e) is obtained at 3,6.

Partial Test (test t)
The partial regression test or t test is based on hypotheses and predetermined criteria. The results of the partial test are shown in the following table:

Table 5. Multiple Linear Regression Analysis

Model	Unstd B	Coef f Std error	Sta nd B	T	sign
(Constan)	21,1	3,6		5,9	<,001
Viral Marketing	0,15	0,06	0,2	2,5	0,02
Halal Awareness	0,23	0,11	0,20	2,1	0,04

Based on the table above, it shows that the viral marketing variable has a t value (2.455) > t table value (1.661) and sig value (0.016) < alpha value (0.05), it can be concluded that the first hypothesis is accepted, namely viral marketing has a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch. The halal awareness variable has a t value (2.084)> t table value (1.661) and sig value (0.040) < alpha value (0.05), it can be concluded that the second hypothesis is accepted, namely halal awareness has a positive and significant effect on purchasing decisions at Mie Gacoan, Dr. Mansyur Medan branch.

CONCLUSION

Based on the results of research and discussion regarding the influence of Viral Marketing and Halal awarenes on Purchasing Decisions at Mie Gacoan Dr. Mansyur Medan Branch, the following conclusions are obtained that Viral Marketing has a positive and significant influence on Purchasing Decisions at Mie Gacoan, Dr. Mansyur Medan Branch. So it can be concluded that viral marketing has a strong influence in realizing purchasing decisions from consumers. Viral marketing is important for companies, by utilizing social media companies can market their products and indirectly attract the attention of consumers to want to buy them. Halal Awareness has a positive and significant influence on Purchasing Decisions at Mie Gacoan Dr. Mansyur Medan Branch. So it can be concluded that halal awareness has a strong influence in realizing purchasing decisions from consumers, because a person's level of halal awareness can influence a person in making purchasing decisions. Viral marketing and Halal Awareness together have a positive and significant influence on Purchasing Decisions at Mie Gacoan Dr. Mansyur Medan Branch. So it can be concluded that the unique viral techniques of the company that can stick to consumer memories and the higher consumer awareness, the greater the purchasing decisions of consumers.

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