

WHICH ONE IS IMPORTANT? PRICE OR VIRAL MARKETING (CASE STUDY OF MIXUE CUSTOMERS)

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Received: 15-December-2024

Accepted: 31-December-2024

Published: 31-December-2024

Abstract. *In the business world, technological developments have caused changes in the trading system, marketing, transaction methods and information delivery. The existence of sophisticated technology with internet networks facilitates direct interaction between consumers and business behavior. This study aims to compare which is more important, price or viral marketing on Mixue purchasing decisions. The method used is the Convenience sampling type with multiple linear regression analysis research and a sample of 150 people aged <17 years to > 35 years, the data collection technique uses a questionnaire to the closest people who enjoy Mixue ice cream and tea. To reduce the level of error, we use SPSS to determine the accuracy of the data obtained so that the results of the study show that price and viral marketing have a significant effect on Mixue purchasing decisions in the city of Medan.*

Keywords: *Price¹, Viral Marketing², Purchase Decision³.*

Introduction

Indonesia is currently facing an era of globalization, where technology is developing rapidly, coupled with the increasingly developing economic system that penetrates the boundaries between countries, making competition increasingly tight in both small, medium and large sectors. This is inseparable from the development of technology in Indonesia. The development of this technology produces an innovation that can encourage development in the business world, one of which is marketing activities. In this era, the business world has also entered a very competitive competition. This competition emerged along with the development of

increasingly sophisticated technology, this has encouraged various changes in the system in the world, both directly and indirectly.

In this era, the business world has also entered a very competitive competition. This competition emerged along with the development of increasingly sophisticated technology, it drives various system changes in the world, both directly and indirectly. In the business world, technological developments have caused changes in the trading system, marketing, how to transact and deliver information. The existence of sophisticated technology with an internet network facilitates direct interaction between consumers and business actors. Anything can be done, whether just looking for information or running a business.

In the development of globalization, social media networks have become one way to market products today. It is undeniable that social media networks are currently often used by business people to market their products. With these social networks, an effective marketing communication strategy will be formed, namely viral marketing. The more internet users there are, the more businesses can be done in it so that business competition continues to grow.

To grow consumer trust, several methods are needed, such as seeing which is more important, price or viral marketing. According to Kotler and Armstrong in the journal (Science, 2020), Price is the amount of money paid for a service or the amount of value that consumers exchange to get the benefits of having or using goods or services. According to Hamdani & Mawardi in the journal, (Pandini & Evelina, 2021) *Viral Marketing* is a marketing method that relies on social networks to achieve a marketing goal that is done through a process of communicating in sequence to multiply itself. Viral Marketing is an effort to promote using word of mouth. According to Tjiptono in the journal (Tua et al., 2022). The Purchasing decision is a process in which consumers recognize their problems, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision.

The culinary or food and beverage industry is now growing and does not seem to have decreased after the pandemic. Especially in drinks, every year there will be a new drink that is targeted by all levels of society. In the beverage business, there have now been many new trends or innovations that have emerged and are rapidly expanding to Southeast Asian countries, especially in Indonesia, such as ice cream to tea drinks with boba for example.

Indonesia is the largest market share for boba drinks in Southeast Asia, in 2021 it is estimated that the annual turnover will reach 1.6 billion US dollars, equivalent to Rp23.74 trillion. Likewise, the market value of boba drinks in Indonesia has now reached 43.7 percent of the total boba drink market in Southeast Asia. (Angelia, 2022). With the large amount of data, it is certainly inseparable from the existence of a franchise with the Mixue brand which is currently spreading its wings in Indonesia. Mixue now has the largest number of beverage outlets in Southeast Asia. Momentum Works data records that there are more than 1,000 Mixue outlets spread across Vietnam, Singapore, Malaysia, Thailand, the Philippines, and Indonesia. (Pahlavi, 2022). This Chinese franchise company is on the rise. In fact, in the past two years, Mixue outlets have quickly spread throughout major cities in Indonesia. With its distinctive red and white colors, Mixue outlets are now found in many corners of the city. The franchise, which has been operating since 1997 and only entered Indonesia in 2020, is now a topic of conversation.

It is no wonder that Mixue outlets are flocked by young people to taste the tea and ice cream. Within two years, this brand has been able to open hundreds of branches all over Indonesia, including Medan. Medan is the capital of the province [North Sumatra, Indonesia](#). This city is the fourth largest city in [Indonesia](#) after [Jakarta, Surabaya](#), and [Bandung](#), as well as the largest city outside of the island [Java](#), and the largest on the island [Sumatra](#). Medan City is the gateway to the western part of Indonesia with its presence [Belawan Port](#) and [Kualanamu International Airport](#) which is the second largest airport in [Indonesia](#). Especially in Medan, Mixue has even opened 17 outlets. Many Mixue outlets have been opened in busy spots, almost in all corners of Medan City.

There are many menus offered by this brand, starting from Boba Sundae, Mixue Ice Cream, Boba-Shake, Mi-Sundae, Strawberry Mi-Shake, Creamy Mango Boba, Fresh Squeezed Lemonade and Passion Fruit Jasmine Tea. Then there is Pearl Milk Tea, Oats Milk Tea, Brown Sugar Milk Tea, and Supreme Mixed Milk Tea. There is also Original Jasmine Tea and Original Earl Grey Tea.

Thus, based on the explanation of the problem, we are interested in developing the title that we have chosen, namely *"WHICH ONE IS IMPORTANT? PRICE OR VIRAL MARKETING (CASE STUDY OF MIXUE CUSTOMERS)"*

Price

Price is the only component that generates income, while other elements indicate costs, so it is necessary to be wise in setting prices. According to Kotler and Armstrong (Veithzal Rivai, 2020), price is the amount of money charged for a product or service or the sum of the value that customers exchange for the benefits of having or using the product or service. Price is the amount of money spent on a product or service or the sum of the value that customers exchange for the benefits of having or using the product or service. According to Kotler and Armstrong (Kawengian et al., 2021) In a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all values given by customers to gain the benefit of having or using a product or service. Based on the definition above, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is an amount of value that consumers exchange for several benefits by having or using a product or service. Marketing in a company must set the right and appropriate price for the product or service offered because setting the right

price is the key to creating and capturing customer value.

Price has a function as a measuring tool for the value of an item, a way to distinguish an item, and determine the number of goods to be produced, and their distribution to consumers. By the definition of price explained, here are some general functions of price (M. Prawiro, 2018):

1. Serves as a reference in calculating the selling value of goods or services.
2. To assist transaction activities, where the established price will facilitate the buying and selling process.
3. Setting the right price will provide benefits for sellers or producers.
4. It is a reference for consumers in assessing the quality of goods or services.
5. Assisting consumers in decision-making related to product benefits and consumer purchasing power.

Price Dimension

Price dimensions adapted from research (Ii, 2018) stated that four indicators can be used to measure prices, namely:

1. Affordability

Affordable prices are what consumers expect before they make a purchase. Consumers will look for products that are within their reach.

2. Price matches the product quality

For certain products, consumers usually do not mind having to buy at a relatively expensive price as long as the product quality is good. However, consumers who are cheap and have good quality prefer products with cheap prices and good quality.

3. Price competitiveness

Companies set the selling price of a product by considering the prices of products sold by their competitors so that their products can compete in the market.

4. Price match with benefits

Consumers sometimes ignore the price of a product but prioritize the benefits of the product.

Price Indicator

There are four Kotler & Armstrong price indicators in (Aripin Mahdi, 2022) that is:

1. Affordability

The prices listed on the products are affordable and meet what consumers have in mind.

2. Competitiveness

The prices offered must of course be able to compete with competitors so as not to lose the available market share.

3. Compliance with benefits

The benefits provided by the product must be equal to the price paid. Because price reflects quality.

4. Market demand

Manufacturers must adjust market demand with prices. If demand increases and the product cannot adjust, then the company can increase the price of the product as long as the price is still in accordance with what is in the client's mind.

Viral Marketing

Viral marketing Basically, it is a form of internet-based word of mouth marketing (e-mouth to mouth marketing or also called e-word of mouth marketing) whose promotional function is networking in nature and is designed like a virus to spread from one person to another quickly and widely by providing special rewards to consumers. (Indriati, 2020)

According to Kotler and Keller, "Viral marketing is a marketing technique that utilizes electronic media/internet to achieve a marketing goal that is carried out through a chain communication process and multiplication. The working concept is similar to the reproduction of viruses, namely multiplication." (Mochamad Rizal, Yulianto, Suhartono, 2018).

According to Arifin in (Widjaja and Alexandra, 2019) "Viral marketing is a program that is designed like a virus and can spread from one person to another very quickly and widely.

As with other marketing strategies, according to Ningtyas in (B. SATRIA, 2021) viral marketing also has some advantages and disadvantages. Here are the advantages of viral marketing, namely:

1. Increase brand awareness.
2. Save on promotion costs.
3. There is no need to do market education.
4. Opportunity to be covered by various media.
5. Viral marketing strategies do not interfere with other strategies that are already being implemented.

Apart from having many advantages, the viral marketing strategy also has weaknesses, namely:

1. Potential to get negative image
2. Considered spam
3. Hard to predict

Viral marketing can develop through the internet network, which duplicates itself more and more like how a computer virus works. Therefore, in its use, viral marketing requires an internet network connection. This type of marketing strategy can work by spreading information through a database of registered internet users to be used as a whole.

For example, free electronic websites such as Yahoo, Hotmail, or Gmail provide free email services and provide various product offers along with the email service. The form of strategy from this type of marketing is a modern marketing strategy that promises the fame of the marketed product. Moreover, people are always connected to the internet connection to access features for free. Creative ideas are needed in this type of marketing because internet users are smart

enough to choose content that is purely information and which is a business strategy or advertising. (nita azhar, nd)

Viral Marketing Dimensions

According to Kaplan & Haenlein in (Pratama et al., 2022) There are three dimensions or conditions that can create and be used as benchmarks in viral marketing, including the following.

1. Messenger

A key element in creating a viral marketing epidemic is having the right people to spread the message. Three groups of messengers are needed to ensure the transformation of an ordinary message into a viral phenomenon: market experts, social contacts, and salespeople.

2. Message

Only good, impressive, and interesting messages can be forwarded to others so that it can spur the viral marketing phenomenon.

3. Environment

In addition to getting the right message to the right people, environmental conditions can influence the success or failure of viral marketing. Clarifying and organizing information related to potential viral marketing actions, possible key measurements should be considered concerning the objectives formulated for the viral campaign.

Viral Marketing Indicators

There are three indicators of Viral Marketing as follows:

1. Product Knowledge

Product knowledge is the company's goal in presenting information about a product through advertisements and product descriptions which usually contain how to use it, raw materials, and how to store it which is expected to be understood by consumers.

2. Clarity of product information

Clarity of Product Information is a marketer's effort to provide detailed knowledge about the product that will be

purchased and enjoyed by potential customers so that customers do not feel disappointed when they receive and use the goods they have purchased.

3. Talking about products

When users talk about a product it can help create credibility for the product or service being marketed. The first thing someone looks for when deciding to buy a product is a testimonial or short review from consumers about their satisfaction when using a product, this can have a big impact on increasing the formation of opinions and trust of potential consumers towards the product.

Buying decision

Purchasing decisions are a consumer decision-making process for purchases that combines knowledge to choose two or more available product alternatives influenced by several factors, including quality, price, location, promotion, convenience, service, and others. (Muchlisin Riadi, 2020)

According to Buchari Alma (Ii, 2017), states that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that arise about what products will be purchased.

Purchase Decision Dimensions

There are several dimensions in purchasing decisions, namely:

1. Product Selection
2. Brand Choice
3. Supplier Selection
4. Determining Visiting Time
5. Payment Methods

Purchase Decision Indicators

According to Kotler and Armstrong in (Pradana et al., 2022) Purchasing decision indicators are as follows:

1. Determination to purchase after knowing the product information.
2. Decided to buy because of the most preferred brand.
3. Buy because it suits your wants and needs.
4. Purchased because of recommendations from others.

The conceptual framework built in this research is as follows:

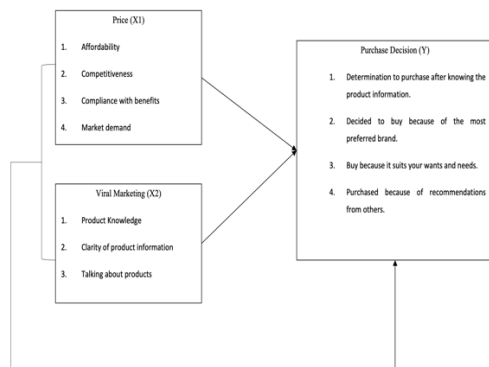


Figure 1. Conceptual Framework

Based on the framework of thought, the research hypothesis is formulated as follows, namely:

- H1: Price is important for purchasing decisions
 H2: Viral Marketing is also important in purchasing decisions
 H3: Price and Viral Marketing are equally important to Purchasing Decisions.

Research Methodology

The type of research used in this study is Quantitative research using a survey method by collecting data through a Questionnaire. This study uses Convenience sampling techniques and

multiple linear regression models, namely this sampling technique is based on population members who are willing to be samples and we choose the closest people to fill out the questionnaire with their experience choosing Mixue ice cream and tea because of viral marketing or cheap prices.

In this study, the respondents were people who visited Mixue ice cream and tea, aged under 17 years to over 35 years with the status of Students, College Students, Private Employees, Civil Servants, or Entrepreneurs. The number of samples was more than 150 people. The application used to process the data was SPSS version 2, to obtain which data was more important for Mixue Viral Marketing or Price customers.

Results and Discussion

This section consists of the results of validity and reliability tests and analysis of the results.

Validity Test

Table 1. Validity Test

Variables	Item	Pearson Correlation/r count	Sig.	Information
X1	X1.1	0.622	0,000	Valid
	X1.2	0.711	0,000	Valid
	X1.3	0.595	0,000	Valid
	X1.4	0.695	0,000	Valid
	X1.5	0.682	0,000	Valid
	X1.6	0.792	0,000	Valid
	X1.7	0.652	0,000	Valid
	X1.8	0.717	0,000	Valid
	X1.9	0.792	0,000	Valid
X2	X1.1	0.728	0,000	Valid
	X1.2	0.662	0,000	Valid
	X1.3	0.790	0,000	Valid
	X1.4	0.813	0,000	Valid
	X1.5	0.739	0,000	Valid
	X1.6	0.706	0,000	Valid
	X1.7	0.790	0,000	Valid
	X1.8	0.773	0,000	Valid
	X1.9	0.673	0,000	Valid
Y	Y.1	0.710	0,000	Valid
	Y.2	0.655	0,000	Valid
	Y.3	0.701	0,000	Valid
	Y.4	0.706	0,000	Valid
	Y.5	0.664	0,000	Valid
	Y.6	0.736	0,000	Valid
	Y.7	0.710	0,000	Valid
	Y.8	0.601	0,000	Valid
	Y.9	0.736	0,000	Valid

Source: SPSS 24. Processed Data

The Validity Test Table shows that all question items on the Price, Viral Marketing, and Purchase Decision variables are declared valid because all of them produce a Pearson correlation > 0.30 and also a sig. value of less than 0.05 (sig. < 0.05).

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.952	27

The results of the reliability test showed the results of Cronbach's Alpha 0.952 (Cronbach's Alpha > 0.60). So it can be interpreted that the statement is stated as reliable. With all questions can be said valid for this study.

Normality Test

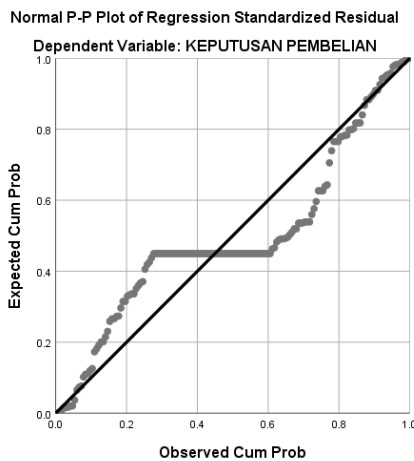


Figure 2. Normality Test by P-Plots

From the normality Test of P-plots, the points follow and approach the diagonal line, so it can be concluded that the data is normally distributed.

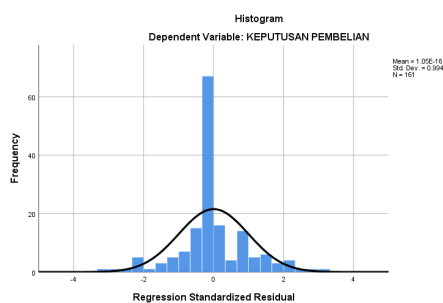


Figure 3. Normality Test by Histogram

Table 3. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		161
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.21063483
Most Extreme Differences	Absolute	.181
	Positive	.181
	Negative	-.176
Test Statistics		.181
Asymp. Sig. (2-tailed)		.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on Table 3, it can be seen that Asymp. Sig is 0.000, which is smaller than 0.05, meaning that the data has a significant difference and is interpreted as abnormal.

Heteroscedasticity Test

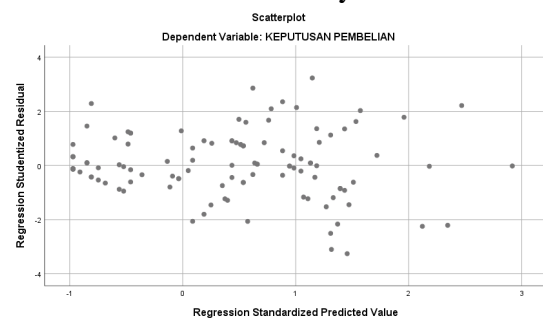


Figure 4. Heteroscedasticity Test by Scatterplot

Figure 4., shows that the points are spread randomly and evenly above and below the number 0 on the Y axis, the points are gathered in one place and do not form a certain pattern, so it can be concluded that in this study there is no heteroscedasticity problem.

Multicollinearity Test

Table 4. Multicollinearity Test

Model		Coefficients ^a						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
		B	Std. Error						Beta
1	(Constant)	1.106	.572		1,933	.055			
	PRICE	.250	.074	.235	3.398	.001	.303	3.306	
	VIRAL MARKETING	.658	.068	.672	9,701	.000	.303	3.306	

a. Dependent Variable: PURCHASE DECISION

In Table 4. can see the Tolerance value of the two independent variables, namely 0.303, which means greater than 0.1, then this indicates that there is no multicollinearity problem. Then in the first table, we also see the VIF value of the two independent variables, namely 3.306, which means it is less than 10, then this also indicates that there is no multicollinearity problem.

Multiple Linear Regression Test

1. Adjusted R Square

Table 5. Adjusted R Square

Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.878a	.771	.768

a. Predictors: (Constant), PRICE, VIRAL_MARKETING

In the model summary table, the R square (R²) value is 0.878. This means that the level of Price and Viral Marketing on Purchasing Decisions has an influence of 87.8% (0.878 x 100%) on Mixue purchasing decisions, thus there is 12.2% of the diversity that is not determined by the regression which means it is determined by the residual (e) or other factors.

2. F Test (Simultaneous)

Table 6. F-Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2569.041	2	1284,521	331,243	.000b
	Residual	573,926	148	3,878		
	Total	3142.967	150			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), VIRAL MARKETING, PRICE

In the F-Test, we get F count of 331.243 with sig. value listed as 0.000 which is below 0.05 then we can easily conclude that the variables Price and Viral marketing to Mixue customers have a simultaneous (together) effect on the purchasing decision itself. Thus H3 is accepted.

3. T-Test (Partial)

Table 7. T-Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	1.106	.572		1,933	.055		
	PRICE	.250	.074	.235	3.398	.001	.303	3.306
	VIRAL MARKETING	.658	.068	.672	9,701	.000	.303	3.306

a. Dependent Variable: PURCHASE DECISION

The results of the t-test above can be concluded that the Price Variable (X₁) obtained a t count of 3,398 with a probability of 0.001 which is below 0.05. Thus, H1 is accepted, which means that Price is important for Purchasing Decisions (Y).

Conclusion

1. The Price variable (X1) obtained a t count of 3,398 with a probability of 0.001, which is below 0.05. Thus, H1 is accepted, which means that Price is important for Purchasing Decisions (Y).
2. The Viral Marketing variable (X2) obtained a t count of 9,701 with a probability of 0.000, which is below 0.05. Thus, H2 is also equally important to the Purchasing Decision (Y).
3. Price variables (X1) and Viral marketing (X2) towards Mixue customers have a simultaneous (together) effect on the purchasing decision itself. The calculated F is 331,243 with a sig. value of 0.000 which is below 0.05. Thus, H3 is accepted.

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