

*THE INFLUENCE OF VIRAL MARKETING, PRICE,
AND HALAL LOGO ON THE DECISION TO
PURCHASE GACOAN NOODLES
IN MEDAN CITY*

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Received: 15-December-2024

Accepted: 31-December-2024

Published: 31-December-2024

Abstract. *Mie gacoan is one of the food products that is currently in great demand by consumers. To investigate the influence of viral marketing, price, and the presence of halal logo to be more significant on the purchasing decision of Mie Gacoan in the city of Medan. This study uses a quantitative method using the Purposive Sampling Technique which uses multiple linear regression analysis and hypothesis testing with SPSS (statistical package for the Social Sciences). The sample of this study amounted to 150 respondents who made purchases > 2 times in all age groups because Mie Gacoan has various levels that consumers can select with data taken using a questionnaire. For further research, it is advisable to choose other variables and diverse populations, which requires insight and specific results. In the development of Mie gacoan, viral marketing currently has a great influence on the purchasing decision of Mie gacoan.*

Keywords: *Viral Marketing¹, Price², Halal Logo³, Purchasing Decision⁴ [10pt]*

Introduction

The development of business in Indonesia is currently very rapid. This allows every business actor to be able to maximize their business performance in competing with their competitors. Business actors must be able to understand and understand the needs of their consumers. Therefore, business actors are required to have the right marketing strategy to survive in business competition and create satisfaction for their consumers. Therefore, business actors are required to have the right marketing strategy to

survive in business competition and create satisfaction for their consumers (The Impact Of Effective Marketing Strategies on Business Performance 2018). At this time, what is growing rapidly in competition is the food business. The food business is one of the businesses that is in great demand by the public because, in addition to generating quite high profits, food is also a basic need that must be met for everyone. (Taylor & Francis 2019)

This can be seen from the increasing number of restaurants and stalls in each region including in the city of Medan. The

development of the emerging food business has made business actors compete fiercely with different forms of competition, namely in terms of service, price, halal logo, and viral marketing, one of which is currently growing rapidly, namely spicy food (Differentiating Through Service Excellence: A study of Competitive Advantage in the Food Business 2018). The product of this research is a food that is popular with the Indonesian people, especially among teenagers. Therefore, marked by the many businesses in the spicy food sector that produce products of the same type, business actors in the culinary sector are required to create good and attractive strategies. Noodles are a very popular food and are widely consumed by the Indonesian people. One of the famous noodle brands in Indonesia is Mie Gacoan, which has a distinctive taste and is famous in the city of Medan. Currently, more and more noodle producers are emerging in the market, so competition is getting tighter. Therefore, noodle producers must be able to maintain and increase their market share by attracting consumer attention.

One way to attract consumers is through effective marketing campaigns, such as viral marketing. Viral marketing is a marketing technique that relies on the widespread and rapid spread of messages through social media and the internet (Taylor & Francis 2018). In addition, price and halal certification are also important factors in consumer purchasing decisions. Medan is a metropolitan city that has a large potential market for noodle producers. Therefore, research is needed to analyze the influence of viral marketing, price, and halal logos on purchasing

decisions for Mie Gacoan in Medan. Instant noodles have become a very popular food in Indonesia, because of their practicality and affordable prices.

This research product carries out various marketing strategies, such as the use of viral marketing, competitive pricing, and halal certification (Halal Certification and Consumer Behavior: A Meta-analysis 2020). With this marketing strategy, this research product has succeeded in attracting consumers' attention and increasing its sales. However, this research product is quite popular in Indonesia, there are still several challenges that the Mie Gacoan company must face. One of the challenges faced is the tight competition from other instant noodle brands. In addition, consumers are increasingly paying attention to the quality and safety of the food they consume, so the Mie Gacoan company must ensure that its products are safe for consumption and meet high-quality standards. With the background description above, the researcher is interested in conducting a study entitled: "THE EFFECT OF VIRAL MARKETING, PRICE AND HALAL LOGO ON THE PURCHASE DECISION OF MIE GACOAN IN MEDAN CITY"

Literature Review

Viral Marketing

Viral marketing is a marketing strategy that uses social media and online platforms to expand the reach of promotional messages to build brand awareness (Berger, J., & Milkman, KL (2012). The use of viral marketing can influence consumer purchasing decisions. Here are some purchasing influences:

1. Increase brand awareness: Viral marketing allows this research product to reach a wider audience and build brand awareness. By attracting consumer attention through unique and interesting

campaigns. (Godes, D., & Mayzlin, D. (2004).

2. Increase consumer trust: One of the relevant factors is social interaction and positive opinions shared by many people. This study provides an understanding of how viral marketing can build consumer trust through social influence. (Berger, J., & Milkman, KL (2012).

3. Expanding market reach: With viral marketing, this research product can reach consumers who are outside the traditional marketing area. This can help expand market reach and increase sales. In addition to viral marketing, price is also an important factor in purchasing. Affordable prices can attract consumers and increase the desire to buy products. (Chen, Y., Fay, S., & Wang, Q. (2011)

Meanwhile, the presence of a halal-logo on a product can also influence the purchasing decisions of Muslim consumers in Medan who are looking for food that follows their beliefs. Thus, the halal logo, this product increases consumer confidence and opens up opportunities to reach a larger market.

Some reasons why Viral Marketing may be popular for this research product could include:

1. Innovation and creativity in marketing: these products use innovative and creative marketing techniques to grab the attention of consumers and make their brands go viral. This can involve using short videos on social media platforms, memes, or other content that can spread quickly.

2. Consumer support: It is possible that consumers who have tried this product are satisfied and share their experiences on social media. This can and does become a frequent topic of conversation on social media platforms.

3. Effective marketing strategy: This product has used the right marketing strategy to reach consumers in Medan. For example, they may have run advertising campaigns in strategic locations, used local influencers, or offered attractive discounts and promotions.

However, these are just a few possible reasons for the increase in Viral Marketing of their products. In each case, successful Viral Marketing usually depends on a combination of different factors.

While Viral Marketing can be an effective marketing strategy, there are some disadvantages to consider:

1. Cannot be manufactured: The success of Viral Marketing is difficult to predict and cannot be guaranteed. Content designed to go viral can fail and not attract the desired attention (Predicting Viral Video Ad Success: An Exploratory Study 2015).

2. Unauthentic content: In an attempt to make content go viral, there is a chance that the content will appear unauthentic or forced. This can make the brand look inauthentic and damage the brand image.

3. Potential negative impacts: Viral content can spread quickly and turn bad if misused or used inappropriately. Potential negative impacts can include a damaged brand image or the spread of false or embarrassing information.

4. Difficult to measure: While Viral Marketing can increase brand visibility, it is difficult to measure its impact with accuracy. It is difficult to know how many sales or conversions came from a Viral Marketing campaign.

Viral Marketing is a type of marketing that aims to disseminate information or messages through social networks and the

internet quickly and effectively. (American Marketing Association 2012).

There are several advantages of Viral Marketing, including:

1. Reach a wider audience: By using Social Media and the internet, your message can easily reach a wider audience. If your content is interesting, people will be happy to share your information or message with their friends.

2. Lower cost: Viral Marketing can be done at a relatively lower cost compared to traditional marketing methods. This is because you can leverage Social Media and self-created content to spread your message effectively.

3. Increase brand awareness: By spreading information or messages relevant to your brand, Viral Marketing can help increase brand awareness and strengthen Brand Image.

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4. Increase customer interaction: Viral Marketing can also help increase customer interaction. If your content is interesting, customers will respond and provide feedback that can help you improve your product or service.

However, it is important to remember that Viral Marketing also has risks. If your message is not well received by the audience, or if there are errors in the message you convey, then this can have a negative impact on your Brand Image. Therefore, it is important to ensure that your message is relevant, interesting and does not contain errors or controversies that can harm the brand.

According to the theory of Kaplan and Haenlein (2011), in Viral Marketing there are three dimensions or indicators, namely

1. Order carrier (driver)
2. Social Media
3. Brand Awareness
4. Popular

Price

Price can be a very important factor in consumer purchasing decisions. Price can influence consumer perceptions of product quality and value (The Price Quality Relationship and Impact On Consumer Behavior” (Oxford University Press 2010). If the price is too high, consumers may perceive that the product does not provide sufficient value. However, if the price is too low,

consumers may perceive that the product is of poor quality.

Therefore, the research product must find a balance between reasonable price and good quality. They must consider the production cost, marketing cost and desired profit margin when setting the price of their product. In addition, they also need to consider the price of their competitors. If their product price is too high compared to competitors, consumers may switch to other brands. However, if their product price is too low they may lose profit (American Marketing Association 2020).

In order to increase consumer purchasing decisions, this research product uses the right marketing strategies, such as discounts or promotions, to attract consumers' attention and influence their purchasing decisions. However, this marketing strategy must be adjusted to the price of the product so as not to affect the profit margin. Overall, price can affect consumer purchasing decisions, but it is also influenced by other factors such as product quality, marketing, and competitors. Therefore, this research product must conduct a careful analysis before setting the price of their product.

According to Kotler and Amstrong (2008:278) price indicators are as follows:

1. Prices are affordable for consumers' purchasing power
2. Compliance between price and quality
3. Prices are competitive with other similar products
4. Product demand

Halal Logo

Halal logo has a significant influence on consumer purchasing decisions. Halal logo is becoming increasingly important as

consumers increasingly pay attention to the halal aspects of the products they consume. Viral Marketing also has a significant influence on consumer purchasing decisions, especially in terms of increasing consumer awareness of brands and products. However, price is still a major factor in purchasing decisions, especially for consumers with limited budgets (The Role of Price in Consumer Purchase Decision Making: A Review (Elsevier 2018).

In this case, the research product needs to pay attention to all of these factors to increase sales and customer satisfaction. Brands should pay attention that their products have a clear and easily recognizable halal logo, and conduct the right Viral Marketing campaign for consumer awareness of their brand. In addition, brands also consider the right pricing strategy to attract consumers with various budget ranges.

The indicators of the halal logo according to government regulation no. 69 of 1999 (in Utami, 2013) are:

1. Product packaging image
2. Writing

Buying decision

Regarding decisions taken by consumers regarding several things. Starting with the need for a product Then at the information search stage. Usually information about a product can be obtained from promotions that often appear, then consumers make decisions when, where, and with what transactions are made. Viral marketing is a marketing strategy that utilizes social media and interesting content to spread messages or promotions virally. In the context of the decision to purchase Gacoan noodles in

Medan, viral marketing can have a significant influence on consumer purchasing decisions.

Through viral marketing, Gacoan noodle promotion can spread quickly and widely through various social media platforms, such as Instagram, Facebook, and TikTok. If the content created is interesting and attracts the attention of potential consumers, this can help increase brand awareness and purchasing interest. However, it is important to remember that viral marketing is not the only factor that influences consumer purchasing decisions. Price factors and product halalness can also play an important role in purchasing decisions.

Price is an important factor in purchasing decisions, especially in a highly competitive market such as the instant noodle industry. If the price of the product is considered too expensive compared to other brands available in the market, consumers may choose another brand. In addition, the halalness of the product is also becoming an increasingly important factor in purchasing decisions. The halal logo on the packaging of Gacoan noodles can provide confidence to Muslim consumers that the product is halal and in accordance with their beliefs. Thus, in marketing Gacoan noodles in Medan, it is important to consider factors such as viral marketing, price, and halalness of the product. In this case, an effective marketing strategy should include an attractive viral campaign, competitive price, and clear halalness of the product.

Relationship Between Variables

1. The Influence of Viral Marketing on Purchasing Decisions.

Viral marketing is a marketing strategy that utilizes social media and digital technology to spread messages or information about a product or service quickly and widely. Price is an important factor in purchasing decisions, because prices that are too expensive or too cheap can affect consumer perceptions of product quality. While the halal logo is a label or halal sign that indicates that the product is permissible for consumption by Muslims. The hypothesis needs to be tested through adequate research by collecting data on these variables and conducting statistical analysis to determine whether there is a significant relationship between the influencing variables and the purchasing decision of gacoan noodles in Medan. This research can be conducted using various research methods such as surveys or experiments. Surveys can be conducted by taking samples of gacoan noodle consumers in Medan and giving questionnaires to find out their opinions on the variables that are the focus of the research. While experiments can be conducted by manipulating the influencing variables and observing their effects on purchasing decisions. In conducting data analysis, statistical analysis techniques such as linear regression can be used to determine the relationship between the influencing variables and purchasing decisions. In addition, descriptive analysis techniques can also be used to determine the characteristics of gacoan noodle consumers in Medan city, such as age, gender, income, and so on.

2. The Influence of Price on Purchasing Decisions.

Price is one of the factors that influence consumer purchasing decisions. Whether a product is too expensive or too cheap can affect consumer perceptions of the quality and value of the product. Therefore, the influence of price on purchasing decisions for gacoan noodles in Medan can be significant. To examine the influence of price on purchasing decisions for gacoan noodles in Medan, a study can be conducted by collecting data on the price of gacoan noodles sold in various places in Medan, as well as data on consumer purchasing decisions for these gacoan noodles. The data collected can be in the form of product prices, gacoan noodle brand preferences, purchase frequency, and so on. In conducting data analysis, statistical analysis techniques such as linear regression can be used to determine the relationship between price and gacoan noodle purchasing decisions. In addition, descriptive analysis techniques can also be used to determine the characteristics of consumers who are affected by price, such as age, gender, income, and others. The results of this study can help gacoan noodle producers in determining prices that are in accordance with the target market in Medan. If the price offered is too high, consumers may choose other brands that are more affordable. However, if the price is too low, consumers may doubt the quality of the product. Therefore, the manufacturer of the product can use the results of the study to determine the optimal price to suit consumer preferences and can increase purchasing decisions. In addition, manufacturers can also use information from the study to develop more effective

marketing strategies for gacoan noodles in Medan, such as providing special price promotions or providing attractive product packaging at a higher price.

3. The Influence of Halal Logos on Purchasing Decisions.

The influence of the halal logo can be an important factor for some consumers. The halal logo can show that the product is produced according to halal standards recognized by Islam, so that the product is considered more trustworthy and in accordance with the needs of Muslim consumers. Some Muslim consumers in Medan City may choose Mie Gacoan which has a halal logo as a way to ensure that the product is halal and in accordance with their beliefs. In addition, the use of the halal logo can also strengthen the brand image and increase consumer trust in the product. However, it should be noted that other factors such as price, taste, quality, and product availability can also influence consumer purchasing decisions. Therefore, companies need to consider all of these factors in their marketing strategies to increase sales of Mie Gacoan in Medan City.

Conceptual Framework

According to Notoatmodjo (2018), a conceptual framework is a framework of relationships between concepts that will be measured or observed in a study. A conceptual framework must show the relationship between the variables to be studied.

Kotle & Armstrong (2004) explains Viral marketing as marketing that is done by word of mouth via the internet, by creating electronic messages or other marketing methods that are contagious so that customers feel like spreading it to

their friends. According to Ramli (2013), the definition of price is the relative value of a product. This value is not a definite indicator that shows the amount of resources needed to produce a product.

Adams (2008) said that a halal logo is a symbol that has unique characteristics to represent a company, product, individual, service, or idea.

Based on the theory above, it can be concluded that viral marketing, price, and halal logos have a relationship with purchasing decisions. The relationship model can be seen in the framework image. conceptually as Figure 1.:

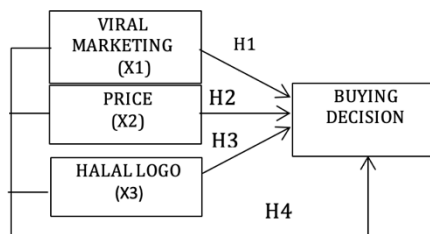


Figure1. Conceptual Framework

Hypothesis according to Sugiyono (2019:99), is a temporary answer to the formulation of research problems and is based on empirical facts obtained through data collection. Based on the framework of thought that has been described above, the hypothesis is as follows:

H1: *Viral marketing* has a positive and significant influence on purchasing decisions

H2: Price has a positive and significant effect on purchasing decisions

H3: Halal Logo has a positive and significant influence on purchasing decisions

H4: *Viral Marketing*, price, and halal logo have a positive and significant influence on buying decision

Research Methodology

In this study, quantitative methods and simple linear regression analysis methods were used. Population is not only humans but also objects and other natural objects. The population in this study is all customers/consumers of Mie Gacoan. The selection of samples in this study was carried out using the purposive sampling method which takes samples randomly, where each member of the population has an equal chance of being selected as a sample, with an equal chance of being selected as a sample. In this study, Convenience sampling was used as a sampling technique. Convenience sampling is a sampling technique as respondents based on anyone who happens to meet the researcher can be used as a sample, if the person who happens to be met is suitable as a data source. The number of samples taken in this study was 150 people.

In this study, the data were collected using the questionnaire method. In this study, the questionnaire was measured using the Likert Scale, a scale used to measure attitudes, opinions, and perception of a person, or a group of people about social phenomena. With the Likert Scale, the variables to be measured are used as variable indicators, then these indicators are used as benchmarks for compiling question items (Sujarweni, 2020:104).

Results and Discussion

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

Table 1. Validity Test Results

		Correlations														
		X1.1	X1.2	X1.3	X1.5	X2.1	X2.2	X2.3	X2.5	X3.1	X3.3	X1	X2	X3	X4	X5
X1.1	Pearson Correlation	1	.610*	.488*	.459*	.431*	.547*	.500*	.600*	.379*	.354*	.311*	.348*	.484*	.507*	.478*
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X1.2	Pearson Correlation	.610*	1	.538*	.319*	.547*	.544*	.471*	.468*	.369*	.366*	.245*	.349*	.421*	.339*	.345*
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X1.3	Pearson Correlation	.488*	.538*	1	.547*	.433*	.572*	.504*	.600*	.462*	.389*	.328*	.488*	.511*	.484*	.480*
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X1.5	Pearson Correlation	.459*	.319*	.547*	1	.474*	.562*	.570*	.471*	.323*	.422*	.417*	.329*	.317*	.274*	.300*
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.004	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X2.1	Pearson Correlation	.431*	.547*	.433*	.474*	1	.719*	.400*	.508*	.168*	.345*	.515*	.301*	.400*	.343*	.220*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.001	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X2.2	Pearson Correlation	.547*	.444*	.370*	.593*	.719*	1	.565*	.411*	.370*	.381*	.397*	.479*	.459*	.467*	.406*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X2.3	Pearson Correlation	.500*	.471*	.319*	.572*	.400*	.565*	1	.400*	.375*	.423*	.374*	.381*	.541*	.411*	.389*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.034	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X2.5	Pearson Correlation	.474*	.319*	.547*	.474*	.433*	.400*	.400*	1	.376*	.376*	.336*	.403*	.403*	.500*	.500*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X3.1	Pearson Correlation	.379*	.369*	.462*	.333*	.168*	.220*	.174*	.376*	1	.376*	.184*	.307*	.304*	.342*	.429*
	Sig. (2-tailed)	.000	.000	.000	.004	.001	.001	.034	.000		.042	.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X3.3	Pearson Correlation	.354*	.366*	.369*	.422*	.345*	.366*	.412*	.376*	.376*	1	.408*	.418*	.400*	.420*	.322*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X1	Pearson Correlation	.311*	.245*	.328*	.437*	.525*	.557*	.374*	.508*	.144*	.406*	1	.602*	.400*	.419*	.347*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.001	.042	.000		.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X2	Pearson Correlation	.349*	.349*	.489*	.329*	.382*	.470*	.383*	.420*	.387*	.410*	.602*	1	.609*	.565*	.532*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X3	Pearson Correlation	.484*	.425*	.511*	.317*	.400*	.498*	.547*	.452*	.364*	.480*	.498*	.609*	1	.690*	.531*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X4	Pearson Correlation	.507*	.338*	.414*	.274*	.347*	.467*	.411*	.505*	.342*	.457*	.419*	.569*	.690*	1	.691*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154
X5	Pearson Correlation	.478*	.345*	.489*	.318*	.237*	.400*	.389*	.562*	.431*	.332*	.341*	.512*	.521*	.691*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	154	154	154	154	154	154	154	154	154	154	154	154	154	154	154

*. Correlation is significant at the 0.05 level (2-tailed).

*. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS data processing ver. 23

The table above shows that the Sig. (2-tailed) value of each question item is 0.000, which means that each question item is valid because the Sig. (2-tailed) value is <0.05

Reliability Test

Table 2 Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.795	4

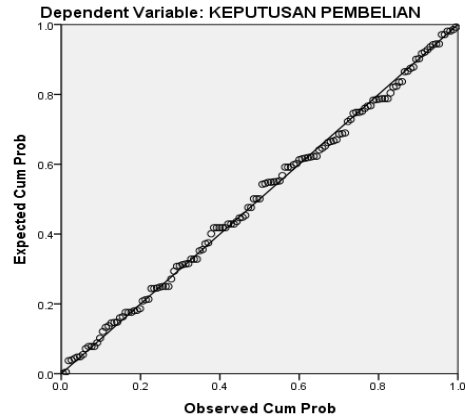
Source: SPSS data processing ver. 23

From the Table 2, it can be seen that the Cronbach's Alpha value is 0.795, where the data is valid because 0.795 > 0.60 (Cronbach's Alpha > 0.60).

Normality Test

The normality test can be seen with the p.plot and Kolmogorov-Smirnov value.

Normal P-P Plot of Regression Standardized Residual



Source: SPSS data processing ver. 23
Figure 2. P- Plot Test

Normality test can be seen from the p-plot where the results show that the points are spread along the diagonal line, this shows that the data is normally distributed.

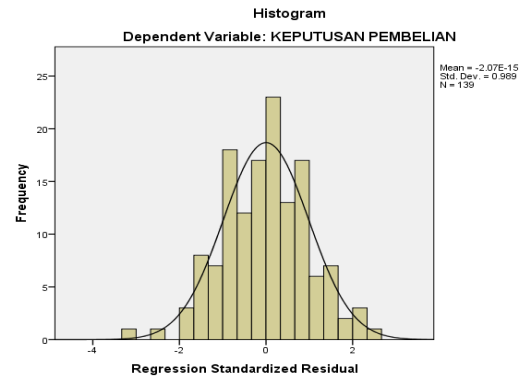


Figure 3. Histogram Graph

Based on the histogram graph, it can be concluded that the data is normally distributed because it has bell-shaped characteristics and does not deviate to the right or left.

Table 3. Kolmogorov Smirnov Test

		Unstandardized Residual
N		154
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	1.97804793
Most Extreme Differences	Absolute	.118
	Positive	.079
	Negative	-.118
Test Statistics		.118
Asymp. Sig. (2-tailed)		.000c

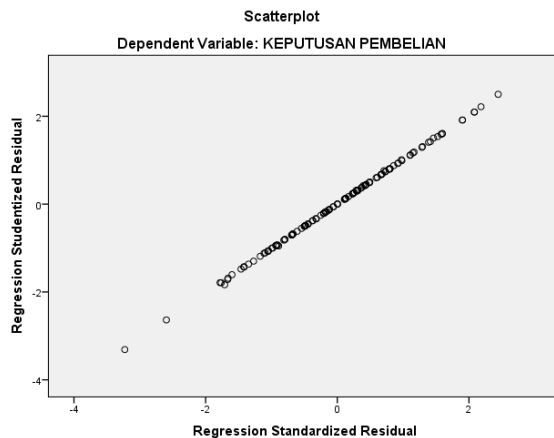
- a. Test distribution is Normal.
- b. Calculated from data.
- b. Lilliefors Significance Correction.

Source: SPSS data processing ver.23

One of the Normality Tests can be seen by analyzing Kolmogorov Smirnov through the Asymp. Sig value (2 tailed) of 0.000.

Heteroscedasticity Test

The heteroscedasticity test can be seen from the scatter plot value.



Source: SPSS data processing ver. 23

Figure 4 P-Plot Test

Based on the heteroscedasticity test above, it is known that the plot data is spread straight and does not form a particular pattern and there is no heteroscedasticity.

Multicollinearity Test

Based on the results of the multicollinearity test, it can be seen that the VIF value for all X variables is less than 10 (VIF <10).

Table 4. Multicollinearity Test

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta	Std. Beta				
1 (Constant)	.488	2,048			.238	.812		
VIRAL MARKETING	.150	.106	.110	1,407	.162		.620	1,614
PRICE	.611	.090	.505	6,804	.000		.689	1,452
HALAL LOGO	.228	.073	.222	3,112	.002		.743	1,346

a. Dependent Variable: PURCHASE DECISION

Based on simple linear regression test, hypothesis testing showed the adjusted R-Square as Table 5.

Table 5. Adjusted R-Square

Model	Adjusted R Square		Std. Error of the Estimate
	R	R Square	
1	.698a	.487	1.25542

Source: SPSS data processing ver. 23

Based on the table above, it is known that the Adjusted R Square value is 0.476, thus meaning that variable X influences variable Y by 47.6%. In comparison, other variables outside the research explain 52.4% of what influences Y.

Furthermore, the F-test (Simultaneous) results showed in Table 6.

Table 6 Anova F Test^a

Model		Sum of Squares
1	Regression	202,367
	Residual	212,769
	Total	415,137

a. dependent variable: purchasing decision

b. predictors (constant), halal logo, price, viral marketing

Source: SPSS data processing ver.23

The F test is 0.000, thus it is known that variable X simultaneously influences variable Y. Moreover, the T-test (Partial) result is shown in Table 7.

Table 4.7 T-Test

Model		Standardized	
		B	sig
1	(Constant)	.488	
	VIRAL	.150	
	MARKETING		
	PRICE	.611	
	HALAL LOGO	.228	.002

Dependent Variable: Purchase Decision

Source: SPSS data processing ver.23

From the table above, seen from the sig. value, it is known that Viral Marketing, Price, and Halal Logo (X) are 0.000. It can be concluded that the variables Viral Marketing, Price, and Halal Logo (X) affect the Y variable because the sig value is <0.05.

$$Y = a + bX + e$$

$$Y = 0.488 + 0.150 + 0.611 + 0.228 + e$$

Conclusion

Based on the results of the data analysis and discussion that have been described, the following conclusions can be drawn:

1. Viral Marketing has a positive and significant influence on purchasing decisions
2. Price has a positive and significant effect on purchasing decisions
3. Halal Logo has a positive and significant influence on purchasing decisions
4. Viral Marketing, Price and Halal Logo have a simultaneous influence on purchasing decisions

There is a positive influence of the Viral Marketing, Price and Halal Logo value variables on Purchasing Decisions which is indicated by a significance value of 0.000 <0.05, this shows that partially there is a positive and significant influence.

Simultaneous testing (F Test) shows that the variables of Viral Marketing, Price and Halal Logo values have a positive and significant effect on the Purchase Decision of Mie Gacoan in Medan City with a significance level of 0.000.

Limitations in this study, there are obstacles experienced by researchers, namely the data used is primary data obtained through questionnaires, so the choice of answers is based on the

perceptions of respondents. Therefore, this study cannot fully control the sincerity and honesty of respondents in choosing answers that are by the actual circumstances and reality.

Suggestion

Based on the results of the research that has been conducted, several suggestions can be put forward, namely:

1. For companies, it is necessary to maintain and develop Viral Marketing, Price and Halal Logo because it has been proven to have a significant effect on purchasing decisions. In addition, it improves the quality of consumer service by fulfilling customer requests and providing accurate information to customers about Mie Gacoan such as its advantages. product, quality of raw materials, processing methods, nutrition, and other factors that may influence purchasing decisions.
2. Future researchers can provide guidance to respondents when filling out the questionnaire so that the questionnaire results obtained are able to describe the actual situation.

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