

## **The Influence of Viral Marketing and Consumptive Behavior on Purchase Decisions for Camille Beauty Skincare Products (Survey of Instagram Followers)**

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### **ABSTRACT**

This study aims to determine, explain and analyze a phenomenon about the influence of *viral marketing* and consumptive behavior on purchasing decisions for *Camille Beauty skincare products*. This examination is an illustrative quantitative methodology. The examining method in this study utilized purposive testing with 384 respondents, in particular Instagram adherents @camille.beauty. In this review, the information utilized were Scale Reach Examination and Way Examination procedures with the assistance of the Technique for Successive Span (MSI), Microsoft Succeed 2016 and SPSS rendition 16. The outcomes showed that viral showcasing meaningfully affected buying choices with a level of 40.85 %, immoderate way of behaving significantly affects buying choices with a level of 21.30%. There is an impact of viral marketing and destructive conduct on buying choices that is equivalent to 62.1 % and the excess 37.9% is affected by different factors not analyzed in this review.

Keywords : Viral Marketing , Consumptive Behavior and Purchase Decisions.

## PRELIMINARY

Business developments in Indonesia are increasingly diverse, both companies in the fields of trade, industry and services. One of the businesses that is currently growing rapidly is the cosmetic or beauty business. This increase is due to the increasing number of people who use cosmetic or beauty products which ends with high demand for products in this field. Cosmetics or beauty products are increasingly in demand by all women, both teenagers and adults, even housewives. The increasing number of education about the importance of maintaining healthy skin makes many men also begin to realize the importance of maintaining self-confidence by using beauty products. Quoted from the article (mediaindonesia.com, 2021) said the growth of the cosmetics industry was indeed quite a significant increase from 2016 initially the growth rate was only 6.35% to reach a level of 9.39% in 2020 .

The cosmetics industry itself consists of various product categories such as *make up, skincare, body care, liquid hair, perfume* and so on. One of the products with a fairly high level of demand is care or *skincare products* . *Skincare* itself has now become a primary need for women. Even in its development with a lot of education, now men have also started using *skincare products* . This is because people are starting to realize the importance of maintaining healthy skin as an effort to increase self-confidence. *Skin care products* also have various benefits such as moisturizing the skin, smoothing the skin, fading black spots, removing acne, and brightening the skin of course.

Facial consideration items are progressively shifted in pursuing directions and requests with capabilities required by the local area. Current skincare items incorporate facial wash, toner, serum, lotion, veil, sunscreen and numerous others. Facial coverings are one of the items that have numerous aficionados in the promoting of skincare items. The covers available likewise have many sorts, for example, natural veils, sheet covers, dirt veils, strip off covers and mud veils with their particular capabilities.

Around the finish of 2020, natural veils have become covers that are being pursued by skincare sweethearts. Natural veils are sought after on the grounds that they are produced using regular fixings that have been handled to have the option to defeat issues on the face. Its generally reasonable cost with a considerable amount of items contrasted with different veils is likewise one reason why this cover item has turned into a great deal of chat via online entertainment.

Skincare marks whose natural facial veil items are extremely popular by general society, for example, Camille Excellence, Hello Gurls, Lea Gloria, Ms Shine, and Scarlett. Among a few nearby skincare marks that issue existing natural facial cover items, Camille Magnificence is a brand that is overwhelmingly popular by its clients.

Camille Beauty is a local skincare brand from Jakarta whose organic mask products have been talked about a lot on social media lately. Camille was founded in 2018 as a homemade organic mask whose sales and production levels are limited. Camille Beauty was founded by a 21-year-old entrepreneur named Nadya Shavira. Now Camille Beauty has more than 60 employees with sales of up to millions of units per month. Slowly, Nadya began to add other types of organic masks, which until now has 6 variants namely strawberry, lemon, green tea, chocolate, milk, and coffee . (Princess, 2021)

Camille takes advantage of promotions through social media such as TikTok, Instagram and Facebook. The product has been successfully discussed by many people through social media, sharing many positive *reviews* of the organic masks it produces. Its

popularity in various social media makes Camille Beauty's organic masks around June-August 2021 selling well by customers and skincare users. (Andaresta, 2022). Over time, Camille Beauty has developed in marketing other products besides organic masks, many of which have been successful. These include *face mist, facial wash, toner, serum, night cream, and day cream* which are expected to follow in the footsteps of the previous success of organic masks. At the beginning of the appearance of Camille's organic mask products, the products often ran out even though they had used the *preorder method*. Factors that may lead to a decline in sales of Camille products include items that are not ready stock, too long preorders, limited goods sold, and the increasing number of competing brands emerging. Things like that often customers are impatient and don't want to buy them. Meanwhile, there are many other organic mask products on the market. Potential buyers also often choose competing mask products.

In essence, every company will always expect a stable level of sales or can achieve a predetermined target. This target can be met if the company can make a lot of promotional efforts that can attract potential customers. Purchasing decision according to Kotler and Keller (2009: 184) in full is a process that comes from all their experiences in learning, choosing, using, and even getting rid of a product.

In the era of technology as it is today, there are many promotional ways that companies can do to attract potential consumers. Social media is one of the appropriate promotional media to use because of the large level of social media users. Social media that are often used as social media include Instagram, Tiktok, Twitter and Facebook.

There are many forms of promotion carried out on social media, one of the promotions that can be done to attract potential visitors is *viral marketing*. *Viral marketing* itself is spreading product information more broadly through people's messages to others or currently easily using social media. *Viral marketing* is now widely used by companies because it is cheap and quite influential in marketing a product.

The way to viral promoting is to get site guests and prescribe them to the people who will be thought of as intrigued. They will interface the message to potential purchasers who will utilize the labor and products offered and prescribe it to different buyers. Promoting messages should be made as alluring as could be expected, so imagination is required in making them.

In addition to the form of promotion that is carried out, another thing that can be profitable is the lifestyle of today's society since the increasing culture of online shopping. This lifestyle, which in fact often has a negative meaning, can be used as an opportunity to attract consumers. One of the lifestyles that often occurs in society is consumptive behavior. Consumptive behavior is an act of buying goods in excess that does not consider its function. By utilizing these things, it is hoped that it will increase sales of Camille Beauty products in the community.

For this reason, based on the description above, the researchers chose the title of the thesis research proposal, namely: "**The Effect of Viral Marketing and Consumptive Behavior on Purchase Decisions for Camille Beauty Skincare Products**"

## STUDY OF THEORIES

Research by Yani Restiani Widjaja and Ruth Alexandra (2019), entitled *The Impact Of Viral Marketing On Consumer Internet On Indihome Products*. Based on this research, viral marketing has an effect on consumer buying interest. Viral marketing has a positive

effect on consumer buying interest, which can be seen from the results of a significant and positive influence on consumer buying interest. It can be concluded that with viral marketing, consumer buying interest in Indihome products is also increasing. (Widjaja & Alexandra, 2019)

Dicki Sandala, James DD Massie and Willem JFA Tumbuan's research (2019) entitled "The Influence of *Viral Marketing, Food Quality and Brand Trust* on Purchase Decisions for Mom Milk Manado Products". McDonald's Manado products. In addition, partially Store Location has a positive and significant effect on purchasing decisions for Mcdonald's Manado products, Partially Food Quality has a positive and significant effect on purchasing decisions for Mcdonald's Manado products , *Viral Marketing* , Store Location and Food quality and Simultaneously, has a positive and significant effect on purchasing decisions. at McDonald's Manado. (Tendean et al., 2020)

Zuhria Nurul 'Ainy's research (2020) entitled "The Influence of *E-Commerce on Consumptive Behavior in the Karang Panjang Village, Ambon City.*" The results based on this research are that working mothers tend to use *e-commerce more often* and their consumptive behavior is higher, namely 109 members or 93.16%, compared to housewives. Meanwhile, their housewives are more likely to use *e-commerce less* and their consumptive behavior tends to be lower by 8 members or 6.84 % . There is an impact of web based business on the immoderate way of behaving of the local area in Karang Panjang Town, Ambon City, it is shown by the connection test information that has been completed, the relapse line condition  $Y = +\beta X$  is  $Y = 16.890 + 0.491X$  and the relapse results got  $r$  count = 0.762 and the importance level is 5% with  $N = 117$ . (Ainy, 2020)

Putri Indar Rahmani's research (2019) named "The Impact of Immoderate Way of behaving and Nation Of Beginning on Superficial Buy Choices (Concentrate on Working Ladies in the Surabaya Locale)" In view of the consequences of exploration examination and conversation, it tends to be reasoned that there is a critical impact between wasteful conduct on choices Buying beauty care products, there is a huge impact between nation of beginning on surface level buying choices, and there is a huge impact between destructive way of behaving and nation of beginning on surface level buying choices (concentrate on ladies working in the Surabaya region). Of the two factors considered, immoderate way of behaving has the best impact on buying choices, while nation of beginning has the more modest impact. (Rahmani, 2019)

### **1. Effect of *Viral Marketing* on Purchase Decisions**

Based on research results (Tumbuan et al., 2019) show the consequences of this review, to be specific somewhat popular promoting significantly affects buying choices for Mother Milk Manado items. Then somewhat food quality affects buying choices for Mother Milk Manado items. What's more, to some degree brand trust affects buying choices for Mother Milk Manado items.

### **2. The Influence of Consumptive Behavior on Purchase Decisions**

Based on research results (Rahmani, 2019) , it very well may be reasoned that there is a critical impact between destructive conduct on superficial buying choices, there is a huge impact between nation of beginning on surface level buying choices, and there is a critical impact between wasteful way of behaving and nation of beginning on surface level buying choices (concentrate on working ladies in the Surabaya region). Of the two factors contemplated, wasteful way of behaving has

the best impact on buying choices, while nation of beginning has the more modest impact.

## RESEARCH METHODS

The technique utilized in this exploration is to utilize a check strategy with a quantitative methodology . information examination is quantitative/measurable, determined to test the laid out speculations. This quantitative methodology is utilized by analysts to gauge the achievement pace of viral promoting and shopper conduct towards buying choices. Then the factors should be quantifiable with markers so they can be recognized in more detail as per hypothesis and field studies. In this manner, the specialist presents Table 1 which contains functional factors total with aspects and instruments in the review.

**Table 1**  
**Variable Operational Table**

No	Variable	Dimension	Indicator	No Question
1.	<i>Viral Marketing</i> * (X1)	Consumer ( <i>Consumer</i> )	1. Interaction Between Consumers	1
			2. Frequency of Consumer Interaction	2
			3. Product Information Dissemination	3
			4. Chain Marketing	4
		Topic of Conversation ( <i>Buzz</i> )	1. New Products	5
			2. Unique Product Type	6
			2. Interesting Products	7
			4 . Give a voluntary review	8
		Supporting <i>Conditions</i> _	1. Habits	9
			2. Behavior	10
			3. Self Value	11
			4. Pride	12
2.	Behavior ** (X2)	Present	1. Prizes & <i>Giveaways</i>	1
		Interesting	1. Attractive Packaging	2
			2. Interesting Functions	3
		Prestige	1. Fulfill a wish	4
			2. Maintain Confidence	5
		Price Considerations	1. Affordable price	6
			2. Appropriate price	7
		Status	1. Maintain social status in the surrounding environment	8
		Influencers _	1 . The influence of <i>celebrity endorsement/celebtok</i>	9
		Advertising Effect	1. Trust in advertising	10
		Similar Products	1. Brand Comparison	11

3.	Purchase Decision*** (Y)	Product Choice	1. The need for a product	1
			2. Diversity of product variants	2
			3. Product quality	3
		Brand Choice	1. Brand Trust and Brand Popularity	4
			Dealer Options _	1. Ease of getting products
				2. Product availability
		Purchase Time	1. Purchase the product within a certain time	7
		Purchase Amount	1. The need for products	8
		Payment method	1. Payment Method	9

Source: \* Skrob in Shayuti (2019:34)  
 \*\* Sumartono (2002:119)  
 \*\*\* Kotler and Keller (2007:233)

The population in this study is Instagram followers @camille.beauty, totaling 603,070 people.

because the population in this study are Camille Beauty customers in Jakarta whose number cannot be known with certainty, so Isaac and Michael's sample formula is used with the formula:

$$n = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2(N-1) + \lambda^2 \cdot P \cdot Q}$$

Information

$\lambda^2$  with dk = 1, error rate 5%

P = Q = 0.5

N = population size

d = 0.05

n = number of samples

So based on the formula of Isaac and Michael, the following sample is obtained:

$$n = \frac{3,841 \cdot 603.070 \cdot 0,5 \cdot 0,5}{0,05^2(603.070 - 1) + 3,841 \cdot 0,5 \cdot 0,5}$$

$$n = \frac{579.097,96}{1.508,63} = 383,8$$

or rounded up by 384 respondents.

from calculations based on this formula, the number of samples from this study was 384 respondents. in this study using purposive sampling technique. Purposive sampling is a technique of collecting data sources by determining the sample with certain considerations.

The data analysis technique used in this research is path analysis with partial and simultaneous hypothesis testing.

## RESULTS AND DISCUSSION

### Correlation results between *Viral Marketing* (X1) and *Consumptive Behavior* (X2)

In path analysis, the relationship between independent variables that have a relationship, can be calculated how much influence, either directly or indirectly. The indirect effect can be known by multiplying the path coefficient with the correlation coefficient. For this reason, first, each correlation coefficient is calculated which can be explained as follows:

**Table 2**  
**Correlation Between Viral Marketing Variables (X1) and Consumptive Behavior (X2) Correlations**

		Viral Marketing	Consumptive behaviour
Viral Marketing	Pearson Correlation	1	.653 **
	Sig. (2-tailed)		.000
	N	384	384
Consumptive behaviour	Pearson Correlation	.653 **	1
	Sig. (2-tailed)	.000	
	N	384	384

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

Source: Data Processing Results, 2022

Based on the results of the analysis that the correlation coefficient between the independent variables is 0.653, thus the correlation between the variables *Viral Marketing* and *Consumptive Behavior* has a strong and two-way relationship because it has a positive value and is in the interval 0.799 - 0.60 with Strong category (Sugiyono, 2017: 184).

### Path Analysis Results

**Table 3**  
**Path Coefficient Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	5.599	1.163		4.816	.000
Viral Marketing	.419	.032	.544	13.074	.000
Consumptive behaviour	.272	.036	.317	7.624	.000

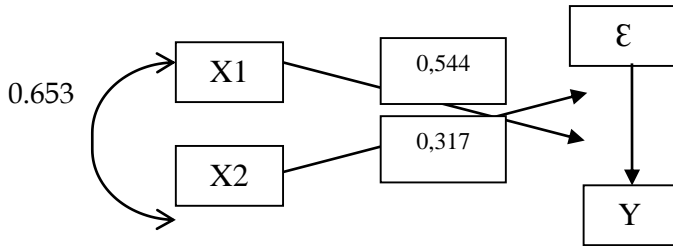
a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2022

Based on Table 3, the path coefficient value for the *Viral Marketing variable* on the Purchase Decision is 0.544. This shows that the coefficient of the *Viral Marketing path* (X1) on the Purchase Decision (Y) is 0.589 and the equation  $Y=0.544X_1$  is obtained . While the path coefficient value for the variable *Consumptive Behavior* on Purchase Decisions is 0.317. This shows that the path coefficient of *Consumptive Behavior* (X2) on Purchase Decisions (Y) is 0.317 and obtained  $Y=0.317X_2$  .

a. **Viral Marketing Path Coefficient (X1) and Consumer Behavior (X2) on Purchase Decisions (Y)**

The path coefficient of the influence of *Viral Marketing* (X1) and Consumptive Behavior (X2) on Purchase Decisions (Y) is described as follows



**Figure 1**  
**Viral Marketing Path Coefficient (X1) and Consumptive Behavior (X2)**  
**to Purchase Decision (Y)**

Source: Data Processing Results, 2022

Based on Figure 1, the path coefficient value for the Consumptive Behavior variable (X1) is (0.317) lower than the path coefficient for the *Viral Marketing variable* (0.544), meaning that Viral Marketing (X1) has more influence on Purchase Decisions than Consumptive Behavior. Based on these results, the path equation can be obtained as follows:

$$Y = 0.544X_1 + 0.317X_2 + \epsilon$$

Information :

X1 = *Viral Marketing*

X2 = Consumptive Behavior

Y = Purchase Decision

= other variables that are not measured, but affect.

**Determination Test Results**

**Table 4**  
**Coefficient of Determination**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 <sup>a</sup>	.622	.620	3.05625

a. Predictors: (Constant), Consumptive Behavior, Viral Marketing

b. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2022

Based on Table 4 above, it shows that the coefficient of determination ( $R^2$ ) of 0.622 means that 62.2% of the purchasing decision variables can be explained by viral marketing variables and consumptive behavior has a contribution to purchasing decisions of 62.2% while the remaining  $1 - 0.622 = 0.378$  or 37,8% is the contribution of other variables not examined in this study.



## Hypothesis Testing Results

### 1. Hypothesis of Partial Effect of *Viral Marketing* (X1) on Purchase Decision (Y)

The effect of *Viral Marketing* partially on purchasing decisions can be known through statistical testing using the following hypothesis:

$H_0$ :  $py_{x_1} = 0$  There is no partial effect between *Viral Marketing* on Purchase Decisions

$H_a$ :  $py_{x_1} \neq 0$  There is a partial influence between *Viral Marketing* on purchasing decisions

Test Criteria : Reject  $H_0$  if  $sig. < \alpha$  or  $t_{count} > t_{table}$

For the partial effect of *Viral Marketing* on decisions with a significance level ( $\alpha$ ) = 5%, *free of freedom* ( $df$ ) =  $(n - 2) = 384 - 2 = 382$ , it is obtained  $t_{table} = 1.966$  Based on table 3 shows that  $t_{count} = 13,074$  and  $sig. = 0,000$ . The partial influence of *Viral Marketing* on purchasing decisions can be shown in table 3 as follows:

**Table 4**  
Partial Effects of *Viral Marketing* on Purchase Decisions

Structure	Sig.	A	T <sub>count</sub>	T <sub>table</sub>	Conclusion
$Py_{x_1}$	0.000	0.05	13.074	1.966	$H_0$ rejected

Source: Data Processing Results, 2022

Based on table 4 above, it shows that the value of  $sig. (0.000) < (0.05)$  and  $t_{count} (13.074) > t_{table} (1.966)$  then  $H_0$  is rejected. Thus it can be concluded that partial *Viral Marketing* is related to the decision to purchase Camille Beauty products.

### 2. Hypothesis of Partial Influence of Consumptive Behavior on Purchase Decisions

The influence of consumptive behavior partially on purchasing decisions can be known through statistical testing using the following hypotheses:

$H_0$ :  $py_{x_2} = 0$  There is no partial effect between Consumptive Behavior on Purchase Decisions

$H_a$ :  $py_{x_2} \neq 0$  There is a partial influence between Consumptive Behavior on purchasing decisions

Test Criteria : Reject  $H_0$  if  $sig. < \alpha$  or  $t_{count} > t_{table}$

For the partial effect of consumptive behavior on decisions with a significance level ( $\alpha$ ) = 5%, *degree of freedom* ( $df$ ) =  $(n - 2) = 384 - 2 = 382$ ,  $t_{table} = 1.966$  is obtained. Based on table 4.46, it shows that  $t_{count} = 7.624$  and  $sig. = 0.000$  partial influence between Consumptive Behavior on purchasing decisions can be shown in table 4.53 as follows:

**Table 5**  
Partial Effects of Consumptive Behavior on Purchase Decisions

Structure	Sig.	A	T <sub>count</sub>	T <sub>table</sub>	Conclusion
$Py_{x_2}$	0.000	0.05	7.624	1.966	$H_0$ rejected

Source: Data Processing Results, 2022

Based on Table 4.53 above, it shows that the value of  $sig. (0.000) < (0.05)$  and  $t_{count} (7.624) > t_{table} (1.966)$  then  $H_0$  is rejected. Thus, it can be concluded that partial consumptive behavior is related to purchasing decisions for Camille Beauty products.

## Hypothesis Results Simultaneously

**Table 6**  
**F Test Calculation Results**

		ANOVA <sup>b</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5847.014	2	2923,507	312,988	.000 <sup>a</sup>
	Residual	3558,784	381	9,341		
	Total	9405,797	383			

a. Predictors: (Constant), Consumptive Behavior, Viral Marketing

b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results, 2022

Based on table 6 above, it shows that  $f_{count} = 312,988$  and  $sig\ 0.000$ . *Viral Marketing* ( $X_1$ ) and Consumptive Behavior ( $X_2$ ) simultaneously on Purchase Decisions (Y).  $sig. (0.000) < (0.05)$  and  $f_{count} (312.988) > f_{table} (3.019)$  then  $H_0$  is rejected. Thus, it can be concluded that *Viral Marketing* ( $X_1$ ) and Consumptive Behavior ( $X_2$ ) simultaneously on Purchase Decisions (Y).

### Correlation of Viral Marketing (X1) and Consumptive Behavior (X2)

Based on the results of this study, it is explained that there is a correlation between *Viral Marketing* and Consumptive Behavior. This is because it has a correlation coefficient of 0.653 or 65.3% and has a strong and two-way relationship because it has a positive value and is in the interval 0.799 – 0.60 with strong criteria. The results of this study are in accordance with research conducted by Ni'matuz Zulfa (2022) which states that *viral marketing* has a positive and significant effect on consumptive behavior. So the higher the level of *viral marketing* that is carried out, the stronger the consumptive behavior that occurs. By doing maximum viral marketing so as to be able to convey information on the advantages or advantages possessed, there will be increasing consumptive behavior among consumers.

### The Effect of Partial Viral Marketing (X1) on Purchase Decisions (Y)

Based on the results of the study, it was explained that there was an influence of *Viral Marketing* on Purchase Decisions which had a path coefficient value of 0.544. The direct effect of *viral marketing* on purchasing decisions is 29.59 % and the indirect effect is 11.26%. So that the partial effect is 40.85 %. Thus, *Viral Marketing* has a significant effect on Camille Beauty's Purchase Decision. *Viral Marketing* will increase 40.85 % Purchase Decision on Camille Beauty.

The results of this study are in accordance with the research of Dicki Sandala et al., (2019) which shows that partially *viral marketing* has a positive and significant effect on purchasing decisions. According to research by Marsel Riki Tendean et al., (2020) stated that *Viral Marketing* has a positive and significant effect on purchasing decisions. Thus, if a company wants to improve consumer purchasing decisions, the company must do viral marketing more often. Viral promoting should be possible in different ways, for example, proceeding to scatter item data on different virtual entertainment stages at present that are generally utilized by Camille Magnificence customers so shoppers are more keen on picking Camille Excellence items to meet their consideration item needs. Camille Magnificence should have the option to urge purchasers to have the option to do more chain promoting so more Camille Excellence items are known by people in general.

Furthermore, Camille Magnificence can likewise give all the more new items that are moving or that can address the issues of shoppers.

### **Partial Effect of Consumptive Behavior (X2) on Purchase Decisions (Y)**

Based on the results of the study, it is explained that there is an influence of Consumptive Behavior on Purchase Decisions which has a path coefficient value of 0.317. The direct influence of consumptive behavior on purchasing decisions is 10.04 % and the indirect effect is 11.26%. So the partial effect is 21.30 % . Thus, Consumptive Behavior has a significant effect on Camille Beauty's Purchase Decision. Consumer Behavior that occurs will increase 21.30 % Purchase Decision on Camille Beauty.

The results of the study are in accordance with the research of Putri Indar Rahman (2019) that there is a significant influence between consumptive behavior on purchasing decisions. The results of Zuhria Nurul Ainy's (2020) research also state that consumptive behavior has a positive and significant effect on purchasing decisions. Thus, if a company wants to improve consumer purchasing decisions, then the company can take advantage of consumptive behavior that is increasingly happening in society. Consumptive behavior that occurs in society can make it easier for companies to market and attract consumers to be able to use Camille Beauty products. By marketing quality products, it can increase the use of consumers, not only to satisfy their curiosity but also to meet the needs of Camille Beauty consumer care products. In addition, Camille Beauty's giveaways or giveaways seem to be quite successful in attracting consumers and it would be even better if this was done more often.

### **The Effect of Simultaneous Viral Marketing (X1) and Consumptive Behavior (X2) on Purchase Decisions (Y)**

Based on the results of the study, it was explained that there was a simultaneous influence between *Viral Marketing* and Consumptive Behavior on Purchase Decisions of 62.1% and the remaining influence of other variables not examined was 37.9%. The results of this study are in accordance with Ni'matuz Zulfa (2022) showing that *viral marketing* and consumptive behavior simultaneously or simultaneously affect consumers' purchasing decisions. Research shows that simultaneously viral marketing and consumptive behavior have a positive effect on purchasing decisions. Thus, if a company wants to improve consumer purchasing decisions, the company must be able to do *viral marketing* and take advantage of consumptive behavior that can have a greater influence on purchasing decisions if *viral marketing* and consumptive behavior are increased simultaneously.

## **CONCLUSION**

Based on the results of the research that has been done, it can be concluded that the correlation between *Viral Marketing* and Consumptive Behavior has a correlation coefficient value of 65.3% and has a strong and two-way relationship because it has a positive value and is in strong criteria. This means that *viral marketing* and consumptive behavior have a strong relationship in increasing purchasing decisions for Camille Beauty *skincare products* . There is a partial effect between *Viral Marketing* on Camille Beauty product purchasing decisions with  $H_0$  rejected and  $H_1$  accepted. The magnitude of the influence of *viral marketing* on purchasing decisions (Y) is 40.85 . This shows that

there is a significant influence between *viral marketing* on purchasing decisions for Camille Beauty skincare products. The partial effect of consumptive behavior on the decision to purchase Camille Beauty *skincare products* with  $H_0$  rejected and  $H_1$  accepted. The magnitude of the influence of consumptive behavior on purchasing decisions (Y) is 21.40 . This shows that there is a significant influence between *consumptive* behavior on the decision to purchase Camille Beauty *skincare products* . The influence of *Viral Marketing* (X1 ) and Consumptive Behavior (X2 ) on Purchase Decisions (Y) is 62.1 % . Thus, there is a simultaneous influence of *viral marketing* and consumptive behavior on purchasing decisions for Camille Beauty *skincare products* on Instagram followers @camille.beauty.

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