



The influence of perceived quality and viral marketing on the decision to purchase Momoyo Ice Cream according to the Islamic business perspective

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ABSTRACT

This research aims to analyze the influence of perceived quality and viral marketing on purchasing decisions for Momoyo ice cream. The main problem in this research is that Momoyo is still unable to compete with other ice cream brands, especially brands that have previously been established in the market. The ice cream industry has experienced rapid development in the last few decades. The demand for ice cream continues to increase, especially in summer and in areas with hot climates. Consumers are not only looking for ice cream as a refreshing snack, but also as a product that provides experience and joy. This research uses an exploratory research method with a quantitative approach using the Lemeshow formula approach, with a fixed sample of 97 respondents which was distributed via Google Form which was tested using IBM SPSS Statistics 26. The research results show that the perceived quality variable (X_1) has a positive and significant effect on purchasing decisions (Y). Meanwhile, for the second hypothesis (X_2), viral marketing does not have a positive and significant effect on purchasing decisions (Y). In conclusion, perceived quality and viral marketing simultaneously influence purchasing decisions.

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1. INTRODUCTION

The ice cream industry has experienced rapid development in the last few decades (Shen 2022). The demand for ice cream continues to increase, especially in summer and in areas with hot climates. Consumers are not only looking for ice cream as a refreshing snack, but also as a product that provides experience and joy. The growth of the ice cream industry is driven by product innovation, flavor diversification and effective marketing strategies. Companies in this industry try to attract consumers by offering various flavors and attractive packaging. However, in the midst of increasingly fierce competition, it is important for ice cream brands like Momoyo to understand consumer preferences and the factors that influence their purchasing decisions. One of the important factors that influence consumer preference is taste. As the industry develops, ice cream is no longer limited to classic flavors such as vanilla, chocolate, and strawberries (Choi and Kim 2013).

Apart from product factors, customer experience is also a major concern for ice cream brands. In this digital era, social media plays a big role in shaping viral marketing and interactions with

consumers (Citrasumidi and Pasaribu 2023). Momoyo should make good use of these platforms to interact with their customers, listen to their feedback, and strengthen brand engagement. Loyalty programs, social media contests, and collaborations with influencers are some of the ways in which brands can create positive experiences for their customers beyond physical products.

In facing the dynamics of competition in the ice cream market, Momoyo Ice Cream needs a strategy that focuses on perceived quality and viral marketing as a basis for creating sustainable competitive advantages. The perceived quality strategy involves efforts to build and maintain positive consumer perceptions of product quality. Momoyo Ice Cream must continue to prioritize high quality standards in every aspect, including unique flavors, quality ingredients and a satisfying consumer experience. By making perceived quality a priority, Momoyo Ice Cream can strengthen its brand image and differentiate itself from competitors in the eyes of consumers. One factor that can influence purchasing decisions is perceived quality. The definition of perceived quality is not the actual quality of the product but the customer's perception of the overall quality or superiority of the product or service. Perceived quality can be defined as the customer's perception of the overall quality of the product with respect to its intended meaning, which is relative to alternatives. According to Tjiptono, there are eight dimensions of product quality and one of them is the impression or perception of quality (perceived quality) which is the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question. According to Aaker, perceived quality is the consumer's perception of the quality or superiority of a product or service related to what consumers expect. According to Darmadi Duriyanto, positive perceived quality will encourage purchasing decisions for the product, but if consumers' perceived quality is negative, the product will not be liked and will not last long on the market. Conversely, if the consumer's perceived quality is positive, then the product will be liked.

The influence of perceived quality is supported by the results of research by (Andrenata, Supeni, and Rahayu 2022) which concluded that the variable perceived quality has a significant positive effect on purchasing decisions. Then the research results of (Diawati et al. 2021) concluded that the perceived quality variable (X_1) had a positive and significant influence on the purchase decision variable for (Putri, Marwan, and Rahmidani 2019). Furthermore, another factor that could influence purchasing decisions was viral marketing. Understanding viral marketing is word of mouth marketing which uses the internet as an intermediary by creating electronic messages or other marketing events that are very contagious so that consumers are willing to spread and recommend our products or services to their friends and relatives, because consumers convey messages or promotions to other people, the use of viral Marketing doesn't cost a lot. Viral marketing in general is a method and process as well as the distribution of electronic messages as a channel for communicating information about products to the wider and developing public (Hendrayati and Pamungkas 2020). The key to viral marketing is getting website visitors and recommending it to those who will later be considered interested. They will relate the message to potential consumers who will use the goods or services offered and recommend them to other consumers. Loyal internet users will be easier to deal with than regular browsers. This is because they are more likely to provide feedback such as providing additional information or suggestions. The role of Viral Marketing is in forming consumer trust so that it can lead to consumer decisions to buy or be loyal to a product. It is called viral, because the concept of how viral marketing works is like a spreading virus that can reproduce itself quickly. Apart from that, a consumer who is satisfied with a product they buy or a service they receive will automatically disseminate the information or product to their relatives to also try and prove it for themselves. This is the basic basis for how viral marketing works. The influence of viral marketing on purchasing decisions supported by research by (Kotler dan Armstrong 2022) which concluded that viral marketing has a positive and significant effect on purchasing decisions. Furthermore, research according to (Tanuwijaya and Mulyandi 2021) concluded that viral marketing had a positive and significant effect on the decision to purchase some skincare products. The main problem in this research is that Momoyo is still unable to compete with other ice cream brands, especially brands that have previously been established in the market. Although Momoyo has attempted to expand their market share by

introducing new products and innovative marketing strategies, they have not achieved the expected level of success and still have challenges in attracting consumer attention and influencing their purchasing decisions. The reason for choosing Momoyo ice cream as the research object is because the ice cream product is unique and interesting to research and has special characteristics that differentiate it from other ice cream products. Momoyo ice cream has quite large market potential, especially among people who are looking for new experiences in terms of flavors and products. By conducting research on consumer preferences and purchasing patterns for ice cream, Momoyo can understand more deeply the market potential for this product as well as effective marketing strategies to reach a wider target market. The current number of Momoyo ice cream outlets in the city of Bandar Lampung is 8 outlets located at: Pagar Alam, Antasari, Katamso, Teluk Betung, Legundi, Panjang, Pramuka, Korpri.

2. RESEARCH METHOD

Consumer Behavior Theory

Understanding consumer behavior (Consumer Behavior)

According to Kotler, consumer behavior is the study of how individuals, groups and organizations choose, buy, use, utilize goods, services, ideas or experiences in framesatisfy their desires and needs.¹ According to Engel et al in the book by Etta Mamang Sangadji and Sopiah, define as actions directly involved in the acquisition, consumption, as well as finalization of products/services, including processes that precede and follow these actions. According to women and minors in Etta Mamang Sangadji and Sopiah's book, consumer behavior is a study of units and processes making decisions involved in receiving, using and purchasing, as well as determining goods, services and ideas.²

The definition of consumer behavior is the study of individuals, groups or organizations, and the processes they use in selecting, securing, using and disposing of products, services, experiences or ideas in providing satisfaction needs and the impact this process has on customers and society.³ Consumer behavior is behavior that can show a buyer in fulfilling the need to purchase, use, provide understanding, and replace products and services which are expected to fulfill a person's satisfaction. From the definition of consumer behavior, it can be concluded as the actions taken by consumers to achieve and fulfill desire and needs such as: wearing, evaluate, consuming, giving, using goods or services according to the decision process that has been passed and will be in the future. Models of consumer behavior, namely:

Marketing Stimuli

Efforts to attract consumer buying interest, marketing stimuli are influenced by the company's efforts. Introducing the advantages of the product to be sold, providing discounts as a promotional step, as well as choosing strategic sales.

Other stimuli (*Other Simulation*)

The economic situation, cultural influences (outside), political influences, and technological developments are felt by consumers directly.

Other stimuli include the characteristics of the buyer (*Characteristics*)

Buyer characteristics are the most important variables of the consumer behavior model. Cultural factors give rise to certain social classes in purchasing products. Reference group, family, and participation consumer status in society.

Purchase Decision Process (*Buying Decision Process*)

After consumers have carried out the product introduction stage until the purchase decision and post-purchase decision are created, the purchasing decision process will occur. Use of a product will continue continuously if all of these stages are positive

Consumer behavior goals

The objectives of studying and analyzing consumer behavior are as follows: a) As a plan and effort to influence potential consumers within implement marketing concept; b) Efforts to understand the complex influences when consumers purchase and consume product; c) To increase your confidence in responding response consumers after implementing marketing strategies; d) In an effort to avoid self-referral criteria (*self-reference criterion*). Understanding of a product purchased Each consumer will definitely be different. From those with a high level of understanding or his understanding low.

Hypothesis

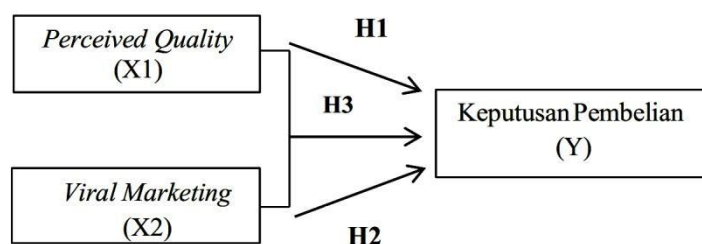


Figure 1. Hypothesis

Based on several previous research results and the theory above, a hypothesis can be formulated, namely:

The influence of perceived quality on purchasing decisions

The results of (Prasetia Wawan 2021) with the title The Influence of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on Purchase Intention. The research results obtained show that perceived quality has a significant positive effect on purchasing decisions. And also the results of Dwi Yuda Syaputra's research with the title E-Wom Analysis, Perceived Value and Perceived Quality on Trust and Its Impact on Purchasing Decisions for Fashion Products on Indonesian Online Shop Sites (Structural Equation Modeling Approach) stated that Perceived Quality influences purchasing decisions on fashion products on the Indonesian online shop site. This is different from research conducted by (Suarniki, Budiati, and Afriana 2022) whose results stated that Perceived Quality had no effect on the decision to purchase an iPhone at PT Teletama Artha Mandiri Banjarmasin.

H₁: Perceived Quality Has a Significant Positive Influence on Purchasing Decisions

The influence of Viral Marketing on purchasing decisions

(Widayanti 2021) with the title The Influence of Viral Marketing on Purchasing Decisions (Case Study in Economics Student And UIR Businesses That Have Made Online Purchases Via Social Media Instagram) The research results obtained by Viral marketing have a significant positive effect on purchasing decisions. According to Tanuwijaya, Jesica; Mulyandi, Rachman. 2021 with the title The Influence of Viral Marketing and Turbo Marketing on Purchasing Decisions for Skincare Somenc. The results obtained show that Viral marketing has a positive and significant influence on purchasing decisions. (As'ad 2020) with the title Analysis of the Influence of Viral Marketing and Brand Awareness on the Consumer Purchasing Decision Process (Case Study in Ngikan Tebet). Based on the results of the analysis, it shows that there is a significant influence between the viral marketing variable (X₁) on

the purchasing decision process (Y). In contrast to research conducted by (Yaldi and Mareta 2022), the results of this study show that viral marketing has no effect on purchasing decisions.

H2: Viral Marketing has a positive and significant influence on purchasing decisions

The influence of perceived quality and Viral Marketing on purchasing decisions

From an Islamic perspective, the influence of perceived quality and viral marketing on purchasing decisions for Momoyo Ice Cream can have a significant impact. If Momoyo Ice Cream ensures that their products meet the quality standards required by authorities in terms of halal and cleanliness, as well as implementing ethical business principles that are in line with Islamic values, consumers who are sensitive to religious values will likely be inclined to choose that product. Apart from that, through viral marketing which prioritizes positive testimonials and consumer experiences, Momoyo Ice Cream can expand the reach of its brand and influence the purchasing decisions of potential consumers who are influenced by recommendations from other people. (BARRIGUSTI 2020) entitled The Influence of Perceived Quality and Price on Purchasing Decisions on Honda Beat Motorbikes at Pt. Capella Dynamics of the Bangkinang Archipelago Viewed from an Islamic Economic Perspective with. The research results show that perceived quality has a significant influence on purchasing decisions

H3: perceived quality and Viral Marketing have a positive and significant effect on purchasing decisions

Time and Place of Research

This research was carried out from December 1, 2023 to April 31, 2024, research location Conveniently located at one of the Momoyo Antasari Outlets located on Jl. Antasari, Tj. Baru, Peace District, Bandar Lampung City.

Research Approaches and Types

In this research, the author used an exploratory research method with a quantitative approach. Arikunto explained "Research Explorative" is research that aims to explore broadly the causes or things that influence the occurrence of something." Quantitative research methods aim to find out, test theories, and analyze data using statistics to test hypotheses. And the characteristics of this quantitative research approach are the existence of variables, operations, hypotheses and statistical meaning.

Types of research

This type of field research is field research carried out in real life. Field research is research carried out in certain community environments, both in government institutions (Edelenbos, van Meerkerk, and Schenk 2018). Field research was carried out by exploring data sourced from research locations or fields regarding the influence of perceived quality and viral marketing on purchasing decisions for Momoyo ice cream among Momoyo Antasari ice cream consumers in the city of Bandar Lampung.

Population, Sample, and Data Collection Techniques

Population

According to Sugiyono, population is a generalization consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population of this study was Momoyo Antasari ice cream consumers in the city of Bandar

Lampung with ages > 15 years. The population in this study is consumer Momoyo Antasari ice cream the amount Infinity.

Sample

The sample is part of the number and characteristics of the population. If the population is large, it is impossible for researchers to study everything in the population. For example, if there are limited funds or labor and time costs, researchers can use samples taken from that population. (Manaroinsong 2018) believes that Lemeshow is a formula used to determine the minimum number of samples needed in research, if the population is unknown and can increase or decrease at any time.

$$n = Z^2 \times P \times Q / L^2$$

$$n = (1.96)^2 \times (0.5) \times (0.5) / (0.1)^2$$

$$n = 96.04 \text{ (97)}$$

Based on the results of research sampling calculations using the Lemeshow formula approach, the minimum number of samples required is 96.04 respondents. With consideration to avoid data shortages, the researcher rounded the sample number to 97 respondents.

Validity Test, Reliability Test, and Hypothesis Test

Validity Test is used to determine the level of accuracy and validity of a measuring instrument that produces data as desired. The validity test in this research used the Corrected Item-Total method *Correlation*. The Rcount value is represented by the Corrected Item-Total value *Correlation*. The statement instrument is valid if the calculated R value is greater than R table and the significant value is less than 0.05. The r table for 100 respondents is $DF-2 = 100-2 = 98$ which is 0.196.

Table 1. Validity Test Results

Variable	Indicator	Rcount	Table	Information
Perceived Quality (X1)	X1.1	0.656	0.196	Valid
	X1.2	0.662	0.196	Valid
	X1.3	0.784	0.196	Valid
	X1.4	0.731	0.196	Valid
	X1.5	0.509	0.196	Valid
	X1.6	0.573	0.196	Valid
	X1.7	0.682	0.196	Valid
	X1.8	0.731	0.196	Valid
Viral Marketing (X2)	X2.1	0.662	0.196	Valid
	X2.2	0.669	0.196	Valid
	X2.3	0.770	0.196	Valid
	X2.4	0.597	0.196	Valid
	X2.5	0.575	0.196	Valid
	X2.6	0.641	0.196	Valid
Buying Decision (Y)	Y1	0.769	0.196	Valid
	Y2	0.797	0.196	Valid
	Y3	0.707	0.196	Valid
	Y4	0.694	0.196	Valid
	Y5	0.428	0.196	Valid
	Y6	0.380	0.196	Valid
	Y7	0.583	0.196	Valid

Source: Author's Processed Data (2024)

Table 1. shows that the Rcount value > Rtable 0.196 so that it can be stated that all questionnaire question items are valid (acceptable) and can be used in subsequent tests. Reliability

Test is used to measure how far the measurement results remain consistent if measurements are carried out more than once on the same phenomenon and with the same measuring instrument. Reliability test using Cronbach's alpha statistical test. A variable is said to be reliable if the alpha reliability coefficient is > 0.60 .

Table 2. Reliability Test Results for Variable X₁

Reliability Statistics	
Cronbach's Alpha	N of Items
,819	8

Source: Author's Processed Data (2024)

From Table 2, the results show that the Cronbach alpha value of the perceived quality variable (X₁) is 0.819, which is greater than 0.6. The conclusion that can be drawn from these results is that all items in the perceived quality variable (X₁) are declared reliable or acceptable so they can be continued for further testing.

Table 3. Variable X₂ Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,731	6

Source: Author's Processed Data (2024)

Table 3 shows the results of the Cronbach Alpha (a) value of the viral marketing variable (X₂), which is 0.731. The Cronbach Alpha (a) value has a value greater than 0.6 which states that the item is from variable viral marketing (X₂) is declared reliable or acceptable so it can be continued for further testing.

Table 4. Variable Y Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,758	7

Source: Author's Processed Data (2024)

The Reliability Test results in Table 4 show a Cronbach Alpha (a) value of 0.758 which is greater than 0.6. It can be stated that all purchasing decision variable items (Y) have been tested for reliability and are declared reliable or acceptable so that they can be continued for further testing.

Hypothesis testing

Table 5. Hypothesis Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,516	2,573		1,258	,175
	X ₁	,986	,271	,416	3,644	,000
	X ₂	,373	,252	,274	1,482	,142

a. Dependent Variable: Y

For the Perceived Quality variable, the t-table value is 1.984 and the t-count is 3.544, where the t-count $>$ t-table and the significant value is 0.000, which is smaller than 0.05. In conclusion, the hypothesis is accepted. This matter because the influence of perceived quality has no influence on purchasing decisions.

Based on table, the viral marketing variable produces a Sig value. of 0.142 or has a value greater than 0.05. The t-count value obtained is 1.482 or smaller than the t-table value of 1.984, so it can be concluded that the hypothesis is rejected because there is no significant influence between viral marketing on purchasing decisions. This is because viral marketing has nothing to do with purchasing decisions.

Simultaneous Test (F Test)

The F test is used to test the hypothesis whether the independent variable and the dependent variable have an influence and significance together. If $F\text{-count} > F\text{-table}$ then it will be said that there is a significant influence.

Table 6. Simultaneous Test (F Test) Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	722,573	2	361,287	39,310	,000b
1	Residual	863,922	94	9,191		
	Total	1586,495	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X₂, X₁

Based on Table 6 F test resultsonobtained F-count of 39.310. This shows that $F\text{-count} > F\text{-table}$, namely $39.310 > 2.70$, and the p-value from the table above is 0.000. The conclusion from this F test is that the variables perceived quality and viral marketing simultaneously influence purchasing decisions.

3. RESULTS AND DISCUSSIONS

The influence of perceived quality on purchasing decisions

Based on the results of the t test for the Perceived Quality variable, the t-table value is 1.984 and the t-count is 3.544, where the $t\text{-count} > t\text{-table}$ and the significant value is 0.000, which is smaller than 0.05. In conclusion, the hypothesis is accepted. This matterbecause the influence of perceived quality has no influence on purchasing decisions.

These results are in line with research conducted by (Prasetia Wawan 2021) with the results that Perceived Quality (PQ) has a positive influence on purchasing decisions. According to (Syaputra 2021), research results show that perceived quality influences purchasing decisions for fashion products on Indonesian online shop sites. Different research conducted by (Suarniki et al. 2022) The results of this research show that Perceived Quality has no effect on the decision to purchase an iPhone at PT Teletama Artha Mandiri Banjarmasin.

The influence of viral marketing on purchasing decisions

Based on tests on the viral marketing variable, it produces a Sig value. of 0.142 or has a value greater than 0.05. The t-count value obtained is 1.482 or smaller than the t-table value of 1.984, so it can be concluded that the hypothesis is rejected because there is no significant influence between viral marketing on purchasing decisions. This is because viral marketing has nothing to do with purchasing decisions.

The value of the magnitude of influence (R^2) of the viral marketing variable on the purchasing decision variable shows that the R^2 Square value obtained is 0.486 or 48.6%. while 51.4% was influenced by other factors not examined in this study. The research results prove that Viral Marketing influences the decision to purchase MS Glow skincare at the Faculty of Economics, Riau Islamic University. (Muslimin, Zainuddin, and Seng 2023) The results of this research show that viral marketing has no effect on purchasing decisions. Meanwhile, it is different from the results of research from (Widayanti 2021) Viral Marketing has a significant positive influence on purchasing decisions. According to (As'ad 2020) based on the analysis results, it shows that there is a significant influence between the viral marketing variable (X_1) on the purchasing decision process (Y). Adelaarianva (2020)

Influence perceived quality and viral marketing on purchasing decisions

The results of testing the regression model simultaneously found the value in the F test results resulting in an F-count value $> F\text{-table}$ or the F test obtained an F-count of 39.310. This shows that $F\text{-count} > F\text{-table}$, namely $39.310 > 2.70$, and the p-value from the table above is 0.000. The conclusion from this F test is that the variables perceived quality and viral marketing simultaneously influence purchasing decisions. In line with research conducted by (BARRIGUSTI 2020) entitled "The Influence

of Perceived Quality and Price on Purchasing Decisions on Honda Beat Motorbikes at Pt. Capella Dinamik Nusantara Bangkinang Viewed from an Islamic Economics Perspective" with research results showing that perceived quality has a significant influence on purchasing decisions.

From an Islamic perspective, the influence of perceived quality and viral marketing on purchasing decisions for Momoyo Ice Cream can have a significant impact. If Momoyo Ice Cream ensures that their products meet the quality standards required by authorities in terms of halal and cleanliness, as well as implementing ethical business principles that are in line with Islamic values, consumers who are sensitive to religious values will likely be inclined to choose that product. Apart from that, through viral.

4. CONCLUSION

This research was conducted to test the variable entitled "The Influence of Perceived Quality and Viral Marketing on Consumer Purchasing Decisions for Momoyo Ice Cream." Based on the results and discussion of data testing in the previous chapter, it can be concluded that concluded: Based on the test results, the Perceived Quality variable (X_1) has a positive and significant effect on the Purchase Decision (Y) of Momoyo ice cream consumers with a value of significance with a significant value of 0.000 which is smaller than 0.05. Based on the test results, Viral Marketing (X_2) does not have a positive and significant effect on the Purchase Decision (Y) of Momoyo ice cream consumers with a value of significance of 0.142 which is greater than 0.05. Based on the results of the F test, it shows that there is an influence between the variables Perceived Quality (X_1) and Viral Marketing (X_2) which simultaneously influence the Purchasing Decision (Y) of Momoyo ice cream consumers. Then, the results of the coefficient of determination test also show that the correlation coefficient value is $R = 0.675$. Meanwhile, the R^2 Square value obtained is 0.455 or 45.5% for the independent variable influencing the dependent variable, while the rest is influenced by other variables which were not examined in this research while for 54.5% influenced by other factors not examined in this study.

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