Marketing Based on Viral Content SMEs in Indonesia

Halomoan Hutajulu (halomoan.h@gmail.com)
Universitas Cendrawasih Jayapura

Abstract
This study investigates the relationship between viral content and brand image, as well as the impact on consumer loyalty. This study's data was analyzed using regression analysis. The major conclusion is that viral material has a considerable beneficial impact on brand image. The regression analysis results demonstrate that viral content-based marketing can help a company's brand image. The partial T test findings confirm the significance of viral content in marketing. Although the direct impact on customer loyalty has not been tested, improving branding image through viral content has the potential to affect customer behavior. In conclusion, viral content-based marketing is an excellent method for strengthening branding image and increasing consumer loyalty. Companies that adopt these strategies intelligently can achieve their business goals while also having a good impact on society and the environment.
Keywords :   Corporate Image, MSMEs, Marketing

Introuction

Economic growth in a country will accelerate as the quantity of local and foreign investment activity increases (Sugandi, 2023). Investment is defined as the act of deferring present consumption to be used in efficient production for a set period of time (Sugandi, 2022). Investing necessitates accurate decision making, as every option made has an impact on the results obtained. Modern changes mean that business is no longer assessed solely by profit, but also by the company's social and environmental impact (Yusuf, 2022). Companies of all sizes are increasingly aware that success is determined not just by the capacity to market products or services, but also by how to meet social and environmental responsibilities (Yusuf, 2021).

Marketing is the process of producing, discussing, and exchanging valuable offerings with clients. Marketing begins with meeting human needs, which develop into human desires (Suprayogi, 2021). In marketing, a boost is required to facilitate actions, specifically via viral content. Viral content is a societal problem that requires quick attention and a remedy (Ramdhan, 2023). In general, viral content-based marketing is an innovative business strategy that has gained traction in recent years. This method combines business objectives with

initiatives to positively impact viral content or environmental challenges (Ramdhan et al., 2022).

Viral content marketing employs a variety of techniques, such as environmental sustainability, customer assistance, and promotions. The primary goal is establishing a positive company image in the eyes of the public and customers (Ramdhan, 2021). When a corporation chooses to participate in social or environmental efforts, it is not only hoping to improve its reputation, but also to influence consumer behavior and, eventually, enhance product sales (Ramdhan, 2022). Furthermore, firm reputation is also known as branding image or company reputation, which is a company's image presented to the public, consumers, shareholders, and other stakeholders (Sugandi, 2022). Company reputation also influences how the company is seen, appraised, and identified. This is critical in business because a company's reputation can influence its success (Ramdhan, 2021). A favorable firm reputation can bring benefits such as increased consumer attraction, high customer loyalty, the ability to attract investment, and the ability to face business obstacles (Yusuf et al., 2022). Companies frequently invest in developing and maintaining a positive company reputation.

Based on the explanation above, we will discuss the impact of viral content-based marketing on company reputation and product sales, including viral content-based marketing strategies used by various companies, as well as the impact on public perception and whether this practice can actually improve sales performance. With a better understanding of this topic, it will be feasible to create a framework that allows corporations to incorporate social and economic sustainability into marketing plans in a mutually beneficial way.

Method

This research takes a quantitative method. Quantitative research is the process of gathering numerical data and interpreting it statistically (Kushendar, 2022). Real-world data is essential for quantitative research. The data collection approach is a questionnaire distributed in the form of a Google form to respondents who meet preset criteria, namely MSME actors from various

provinces in Indonesia. Because the researchers lacked a distinct sample frame, they employed a purposive sampling strategy (Kushendar et al., 2022). At the data analysis stage, the research employs the moderated regression analysis approach, a type of hierarchical regression that allows for the identification of the link between the influenced and influencing variables. Data was analyzed using SPSS statistical software.

Results and Discussion
Results

Research findings reflect what was discovered during the research, what can be concluded from the data collected, and the extent to which the hypothesis or research question was answered (Saepudin et al., 2022). The test findings from this study were subjected to a regression analysis. The findings of hypothesis testing using regression analysis indicate that:

Table 1. Determination Coefficient Analysis

Model Summary			
R	R Square	Adjusted R Square	**Std. Error of the Estimate**
.827ª	0,700	0,774	**1,756**
a. Predictors: (Constant), Viral content			

Source: Data is processed from SPSS Version 26 results

The table above explains the size of the correlation or relationship value, which is 0.827. This yields a determinant coefficient of 0.774, indicating that the independent variable influences the dependent variable by 77.4%.

Discussion

The research findings focus on the relationship between the variables "viral content" and "branding image," as well as their impact on consumer loyalty. Data analysis utilizing the regression method yields substantial results with implications for viral content-based marketing. The explanation of the outcomes of this research explains several important aspects, which are:

The regression analysis results suggest that the variable "Viral content" has a strong positive influence on brand image. The positive regression coefficient (0.732) implies that when viral content is identified and implemented into marketing efforts, the branding image improves in a comparable manner. This demonstrates the value of viral content-based marketing in establishing a positive brand image. Then, with a R Square value of 0.774, the viral content variable accounts for 77.4% of the variation in branding images. This demonstrates the extent to which viral material benefits the company's branding image. These findings suggest that focusing on viral content has a significant impact on public impressions of the company's brand.

The findings of the partial T test confirm that the variable "Viral content" is highly significant in impacting the company's reputation. With a significant t value (7.322), these findings give solid evidence that viral material is vital in shaping a company's reputation. As a result, organizations should actively consider viral content in their marketing plan. There are various reasons why viral content is significant in marketing, including (Yusuf, 2023): Companies that actively engage with viral content concerns are regarded as responsible change agents. This helps to establish a positive reputation in the eyes of customers and stakeholders. According to Yusuf (2023), companies that prioritize social and environmental responsibility are more likely to be viewed as partners. Viral content-based marketing can set a brand apart from its competition. This enables businesses to stand out in an increasingly competitive market and gives clients a reason to choose their products or services based on the social values they represent (Ramdhan, 2023).

Consumers who are increasingly worried about viral content issues are more inclined to select items or brands that are dedicated to addressing these challenges. Companies that actively sponsor viral content can impact customer purchasing decisions and increase loyalty (Saepudin, 2023). Viral content marketing can help businesses and customers form better ties. Customers are more loyal to a business when they believe the company's social ideals are similar to their

own. Success in overcoming viral content challenges can help a company's reputation. A positive reputation for viral content can boost the trust of stakeholders, including investors and commercial partners.Although this study does not directly analyze the impact of viral content on customer loyalty, the findings have important implications for consumer loyalty. If the company's branding image is improved by focusing on viral content, it is likely that this will influence consumer loyalty. Customers are more likely to stay loyal to brands that share their social and environmental values (Ramdhan et al., 2022).

The findings of this study support the notion that viral content-based marketing can be a successful technique for building brand image and influencing customer behavior. Companies who use this strategy properly and regularly can benefit from the positive correlation between viral content, brand image, and consumer loyalty (Sukandi et al., 2023). As a result, this study provides a solid foundation for businesses to develop sustainable marketing strategies that benefit society and the environment while simultaneously boosting business performance (Suprayogi, 2022).

Conclusion

This study found that viral material has a considerable beneficial impact on a company's brand image. This discovery is confirmed by positive regression coefficient data and a high R Square value, demonstrating that viral content-based marketing is vital in maintaining a favorable brand image. The impact of viral content in marketing is demonstrated by the significant partial T test results. Viral content has a significant impact on a company's reputation, so organizations must address viral content challenges in their marketing plans. The ramifications of this study can be seen in consumer loyalty. Although not directly proven, improving branding image through viral content can help to increase consumer loyalty. Customers are more likely to be loyal to brands that prioritize social ideals similar to their own. This study stresses the value of viral content-based marketing as a method for improving brand

image and influencing customer behavior. Companies that wisely use these principles can achieve a balance between strong economic goals and positive impacts on society and the environment.

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