THE INFLUENCE OF VIRAL MARKETING AND WORD OF MOUTH (WOM) ON THE DECISION OF CHOOSING A CAMPUS AMONG MAJENE OPEN UNIVERSITY STUDENTS

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Abstract

This research aims to determine the influence of viral marketing and word of mouth (WoM) on the choice decisions of Majene Open University students. The method used is causal research. The data analysis technique used is multiple linear regression analysis with a significance level of 0.05 with the SPSS 25 program. This research method uses the multiple linear regression method. The sampling technique in this research used non-probability sampling using the Slovin formula, obtaining a total of 155 respondents from a population of 251 people, and the data collection technique used the snow ball technique. The results of this research show that viral marketing and word of mouth (WoM) have a positive and significant effect on the choice decisions of Majene Open University students.

Keywords: Viral Marketing, Word Of Mouth (WoM), decision to choose a campus

1 INTRODUCTION

With the development of the internet today which is increasingly advanced, to obtain information is very easy. Information can be obtained both through print media and electronic media, so that all information is easily obtained with the internet which has a very rapid development. According to a research journal from Augustine Mario Damar reported from the liputan6.com website, internet users are very high. In 2020 alone, there were 175.4 million users. Compared to the previous year, there was an increase of 17% or around 25 million internet users in Indonesia. Based on the total population of Indonesia which has a total of 272.1 million people, approximately 64% of the Indonesian population has experienced the internet.

Viral marketing is a word-of-mouth marketing technique or strategy using electronic media or social media that is made with the aim of spreading information and opinions through a chain communication process and multiplying itself like a virus so that it is able to reach a wide network and have a greater impact on the promotion of a product or service The term viral marketing was introduced in December 1996 by Jeffrey F. Rayport in an article entitled The

Virus of Marketing. Through this article, it is explained what if the virus is used as a marketing program, because marketing messages will be spread using only very little time, unnecessary budgets are not too much and the impact is very wide (Natasya, 2014).

This explains that humans as social creatures certainly cannot escape information, because information is very useful for survival. Because information is data that has been processed that is useful for the recipient and useful for current and future decision-making. Information can spread quickly through communication, thus being a great influence in improving a product or service

companies, the most sources of information are obtained from commercial sources such as advertisements, as well as other forms of promotion. However, the most effective sources of information come from personal sources such as family, friends, neighbors, and other places. (Kotler and Amstrong 2001: 226).

Viral marketing is a technique that makes someone voluntarily convey marketing messages to others. Dissemination of information can be done by email, text message, group chat, or posts on social media such as Facebook and Twitter. Viral marketing can be called the internet version of word-of-mouth marketing where one consumer recommends to another consumer by seeing or hearing information through electronic media or the internet.

According to Yusuf and Kholid Viral (2018), Marketing is a marketing technique by utilizing social networks to achieve a certain marketing goal which is carried out through a communication process that in a chain multiplies oneself. Word of Mouth is a form of communication from the respondent to the respondent of the message source and the recipient of the message, where the recipient of the message knows several products, services and brands with the aim of providing references to customers and forming a customer expectation. According to Kotler and Amstrong (2014), the purchase decision is a stage of the process where consumers actually purchase the product.

2 METHODOLOGY

2.1 Population and Sample

The type of research used is causal research, which is causal research, which aims to find out which variables are the cause and which variables are influenced (Sugiyono 2016:37). The research was conducted on new students of the 2022.2 batch at UPBJJ Majene Open University,

with a population of 251 students. Through the calculation of the Slovin formula, a sample of 155 students was obtained. The technique of distributing the questionnaire is using the snowball technique.

$$n = \frac{N}{1+N\,(e)\,2}$$

Information:
n = sample size
N = population size
E = 5% error *tolerance limit*

2.2 Data Analysis Techniques

The analysis technique used is quantitative analysis, to calculate and estimate quantitatively and several factors together on employee work motivation. To process and discuss the data obtained and test the hypothesis in this study, a multiple linear regression analysis technique was used using the computer program Statistical Product and Service Solution (SPSS) for windows 23.00, because it can be concluded directly

Regarding the influence of each independent variable used partially, the multiple linear analysis technique was chosen.

2.3 The quantitative analysis method is carried out by collecting data and then used to analyze and manage the available data so that a clear picture of the facts being studied is obtained.

The existing data will be processed with the following formula:

2.3.1 Descriptive Statistics

According to (Sugiyono, 2015) Descriptive Statistic is a statistical tool that functions to describe or give an overview of the object being studied through sample or population data as it is, without analyzing and making generalized conclusions from the data. In descriptive statistics, among others, the presentation of data in the form of tables, graphs, pie charts, pictograms, calculation of modes, median, mean, decile calculations, percentiles, distribution calculations and through the calculation of the mean standard deviation, percentage calculation.

2.3.2 Validity Test

Ghozali (2009) stated that validity tests are used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. Validity tests are intended to measure how real a test or instrument is. Measurement is said to be valid if it measures its purpose realistically or correctly. The test of the validity of the data in this study was carried out statistically, namely calculating the correlation between each statement and the score using the Pearson Correlation Product Moment method.

2.3.3 Reliability Test

Ghozali (2009) stated that reliability is a tool to measure a questionnaire which is an indicator of variables or constructs. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. The reliability of a test refers to the degree of stability, consistency, predictability, and accuracy. Measurements that have high reliability are measurements that can produce reliable data. The high and low reliability is empirically indicated by a number called the reliability coefficient value. High reliability is shown by an rxx value close to 1.

2.3.4 Classical Assumption Test

This test is carried out to find out that the data processed is valid (there are no deviations) and the distribution is normal, then the data will be tested through a classical assumption test, namely: a. Normality Test The normality test aims to test whether in a regression model, perturbating and residual variables or dependent and independent variables have a normal distribution or not. A good regression model is a normal or near-normal distribution of data.88 Testing normality with graphs can be misleading if not careful, visually seems normal when statistically biased is the opposite. Therefore, it is recommended to test the normality of the data with the Kolmogorov Smirnov (KS) statistical test which is carried out by making a null hypothesis (Ho) for normally distributed data and an alternative hypothesis (Ha) for abnormally distributed data.

2.3.5 Multicollinearity Test

The multicollinearity test aims to find out whether the relationship of the free variable has a multicollinearity problem (symptoms of multicollinearity) or not. Multicollinearity is a very high or very low correlation that occurs in the relationship between the free variables. A

multicollinearity test needs to be performed if the number of independent variables (independent variables) is more than one. Multicollinearity can be detected by analyzing the correlation matrix of independent variables or by using the calculation of tolerance and VIF values.

2.3.6 Eterogeneity Test

The Heteroscedasticity Test is a test tool that aims to test whether in the regression model there is a variance disparity from one observation to another.91 If the variation from one observation to another is fixed, it is called heteroscedasticity. A good regression model is homoscedasticity or no heteroscedasticity. To detect the presence or absence of heterokedaptism is to look at the plot graph between the prediction of dependent variables (ZPRED) and residual (SPRED). Detection of heterokeditivity can be done by looking at the presence or absence of a dot pattern on the scatterplot line between SRESID and ZPRED, where the Y axis is the predicted Y and the X axis is the standardized residual.

2.3.7 Multiple Regression Analysis

Regression Analysis In general, according to Gujarati in Ghozali (2006) regression analysis is basically the study of the dependence of dependent variables (bound) with one or more independent variables (explanatory/independent variables), with the aim of estimating and/or predicting the average population or the average value of dependent variables based on the value of known independent variables. The results of regression analysis are in the form of coefficients for each independent variable. This coefficient is obtained by predicting the value of the dependent variable with an equation. Multiple linear regression is used for one dependent variable and two or more independent variables (Ghozali, 2013). This analysis was used to determine the influence of Viral Marketing and Word of Mouth (WoM) on the decision to choose a campus.

2.3.8 Hipotesis Test

The t-test is basically used to determine the significant level of regression coefficients. If a coefficient regression is significant, it shows how far an individual independent variable (explanatory) can influence in describing the dependent variable.

3 FINDINGS AND DISCUSSION

3.1 Reliability Test

Based on the output of the statistical test results using the multiple regression method, which are as follows:

Table 1.1 Viral Marketing Reality Test

Reliability Statistics

Cronbach's Alpha	N of Items
.783	9

Source: Data processed by SPSS 2022

Table 1.2 Word Of Mouth (Wom) Reality Test

Reliability Statistics

Cronbach's Alpha	N of Items
.742	9

Source: Data processed by SPSS 2022

Table 1.3 Feasibility Test of Campus Choice Decisions

Reliability Statistics

Cronbach's Alpha	N of Items
.748	9

Based on the results of the realibale test above, it can be known that the Cronbach's Alpha value for all viral marketing variable items (X1) is 0.783 > 0.06, Word of Mouth (WoM) (X2) is 0.742 > 0.06, and campus choice decision (Y) is 0.748 > 0.06 which means that these three variables are said to be reliable and biased to continue for the next test.

3.2 Normality Test

Based on the output of the normality test results using the multiple regression method as follows:

Table 2.1 Results of The Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		155
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.32992804
Most Extreme Differences	Absolute	.065
	Positive	.042
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200c,d

f. Test distribution is Normal.
g. Calculated from data.
h. Lilliefors Significance Correction.
i. This is a lower bound of the true significance.

Source: Data processed by SPSS 2022

Based on the results of the normality test above, it can be seen that Asymp.Sig. (2- Tailed) in the variables of viral marketing and word of mouth on campus choice decisions of 0.200 >0.05 which means that the data has been distributed normally.

3.3 Test T (Partial)

The partial test was used to see the influence of each independent variable on the dependent variable. The test is carried out by the t-test, namely by looking at the significance value of t-calculated, If the value of 57 significance is < than 0.05, then it can be said that the independent variable has an influence on the dependent variable

Table 3.3 Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	3.524	.670		5.261	.000
	Viral Marketing (X1)	-.081	.022	-.420	-3.604	.000
	Word Of Mouth (Wom) (X2)	.109	.028	.449	3.850	.000
a. Dependent Variable: Plihan Kampus (Y)						

Source: Data processed by SPSS 2022

Based on the results of the t-test in Table 2.3 above, it shows that the viral marketing variable has a significant level of 0.000 < from 0.05. This means that H1 is accepted so it can be said that viral marketing has a significant effect on campus choices. The t-count value of -23.604 indicates that the influence given is negative on the dependent variable.

The *Word Of Mouth* variable has a significant level of 0.000 < 0.05. This means that H2 is accepted so it can be said that *word of mouth* has a significant effect on campus choice. The t-count value of 3.850 indicates that the influence given is positive on the dependent variable.

3.4 Test F (Simultaneous)

The F test is used to determine whether all the independent variables included in the model have a joint influence on the dependent or bound variables, the test is carried out using a significance level of 0.05 (a=5%). If the significant value is ≤ than 0.05, then the independent variables together affect the dependent variables. Here are the results of the F test (Simultaneous)

Table 4.1 Test Results F (Simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	6.227	2	3.114	7.999	.000b
	Residual	59.166	152	.389		
	Total	65.394	154			
a. Dependent Variable: Plihan Kampus (Y) b. Predictors: (Constant), Word Of Mouth (Wom) (X2), Viral Marketing (X1)						

Source: Data processed by SPSS 2022

Based on the results of the Anova Test or F test, it can be seen that the F value is 7.999 with a significance value of 0.000 because the p-value or significance value shows 0.000 is less than 0.05, so it can be concluded that jointly or simultaneously Viral Marketing, *Word of Mouth*, has a significant effect on campus choice.

3.5 R^2 Test

The determinant coefficient (R^2) is used to measure how far a model is capable and explain the dependent variables. The value of the determinant coefficient is between zero and one. The small R^2 value means that the ability of independent variables to explain the variation of dependent variables is very limited. The following is a determinant coefficient test.

Table 5.1 R^2 Test Results

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309a	.095	.083	.62390
a. Predictors: (Constant), Word Of Mouth (Wom) (X2), Viral Marketing (X1)				
b. Dependent Variable: Plihan Kampus (Y)				

Source: Data processed by SPSS 2022

Based on the output results in table 5.1. The Adjusted R Square result is obtained by 0.95 or 95%. This shows that three independent variables, namely Viral Marketing, word of mount, affect the campus choice variable by 95% while the remaining 5% are influenced by other variables that are not included in this study.

4 CONCLUSION

4.1 The influence of viral marketing on campus choice decisions for Majene Open University students

The results of this research show that viral marketing has an effect on campus choice for Majene Open University students. Based on the description of the respondent's answer, the viral marketing variable (X1), the introduction of the campus with viral marketing techniques can increase students' enthusiasm in registering at Majene Open University and viral marketing can influence higher registration decisions. The method to maximize the introduction or a campus promotion with viral marketing techniques is by paying attention to

small aspects that may be missed and raising the advantages offered by the Open University so that it becomes a special attraction for prospective students. The selection of quality information and contemporary content that is identical to the identity of millennials and generation Z also greatly affects the increase in student confidence in choosing Majene Open University as their campus choice because they consider the Open University as a *cyber university* that can meet their needs in getting university services without having to leave their routines and activities in their careers. Currently, the information on the official social media accounts of the Majene Open University campus is qualified, so that the majority of respondents' answers stated that they agree that respondents get information about the Majene Open University campus through posts on social media both through official accounts and anonymous accounts which is popular in West Sulawesi. This is in line with the human lifestyle which has changed quite rapidly due to the influence of the emergence and development of the internet that is used by everyone around the world. At this time people can communicate with their friends, relatives, relatives all over the world without being limited by distance and time. Nurlalela (2005) said that *viral marketing communication* consists of various platforms and can spread in various forms such as e-mail, chat rooms, virtual rooms, advergames, forums, websites, social networks or social media, and viral videos which are currently experiencing an increasing trend and many people use or enjoy them. Then the differentiation from other campuses also has an effect on attracting prospective Majene Open University students because in terms of characteristics, the learning method of the Open University has its own method that is different from other campuses so that it can be a point more in attracting students.

4.2 The Influence *Of Word Of Mouth* (Wom) On Campus Choice Decisions On Majene Open University Students

The results of the study show that *word of mouth* has a positive and significant effect on students' decision to enroll at Majene Open University. Based on the results of the questionnaire data obtained from the results of the hypothesis test, it can be concluded that the word *of mouth* (X2) variable has a positive and significant effect on campus choice. This research is also supported by the research of Melia Wahyuningtias (2019), which states that *Word of Mouth* has a positive and significant effect on campus choices. Several conversations with other respondents about the institution are part of the consideration of prospective students in making a decision.

Prospective students who get interesting information from close friends will be more trusted and more interested than information obtained from social media. The existence of information support from the external campus can be a positive influence on consumer decision-making or prospective students in disseminating information to the community and being disseminated back to prospective students who are looking for universities. According to Iput (2007) when a person spends money to get a desired product or service, directly the person also gets an experience or an experience that has an impact in the form of a perceptual effect and ends at a level of emotional satisfaction whether the person is satisfied with the product and service or not. So that by disseminating information about the Majene Open University campus to the nearest respondents, prospective students who will register will be more confident in the decision that will be taken. From ignorance and not fully understanding the information obtained, consumers immediately ask the campus as a form of confirmation that consumers want. Respondents also disseminate the information obtained so that they can attract respondents' friends.

4.3 Conclusion

Based on the results of the research conducted using causal research, namely causal research with a sampling technique using the snowball technique obtained as many as 155 respondents with an error rate of 5%, and based on the results of the analysis using SPSS data processing software version 25 and a discussion on the Influence of Viral Marketing and *Word Of Mouth* (WOM) Regarding the decision of students to choose a campus at Majene Open University, the researcher made the following conclusions:

1. Viral Marketing has a positive and significant effect on Campus Choice Decisions for Majene Open University Students.
2. *Word of Mouth* (WoM) on Campus Choice Decisions for Majene Open University Students

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