

ABSTRACT

The use of social media marketing has created a new phenomenon in the marketing world, namely viral marketing. One example of the implementation of viral marketing in social media is TikTok. TikTok continues to develop and innovate its application and in April 2021, TikTok launched its new feature, TikTok Shop. TikTok Shop is a new feature that business people can use to make buying and selling transactions and make it easier for consumers to shop while viewing viral videos, advertisements, and reviews of a product. TikTok also has an advertising feature or TikTok Ads which is very effective and attracts the attention of many corporate marketers. Advertisements can influence consumer perceptions after observing and viewing an advertisement called perceived advertising value. Viral marketing and perceived advertising value can influence consumer attitude towards behaviour. Attitude towards behaviour can affect purchase intention. This study uses a type of quantitative research with an explanatory research approach. The selected population is TikTok Shop users. The sample used was 349 respondents. The sampling technique used in this study is non-probability sampling. The type of non-probability sampling technique used is purposive sampling. This study uses the path analysis method. Viral marketing has a positive and significant effect on attitude towards behaviour. Perceived advertising value has a positive and significant effect on attitude towards behaviour. Viral marketing has a positive and significant effect on purchase intention. Perceived advertising value has a positive and significant effect on purchase intention. Attitude towards behaviour has a positive and significant effect on purchase intention as an intervening variable.

Keywords: viral marketing, perceived advertising value, attitude behavior, purchase intention, TikTok Shop.