

VIRAL MARKETING ON HANASUI PURCHASE DECISIONS: THE MEDIATING ROLE OF BRAND AWARENESS

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Abstract

This study aims to analyze the influence of Viral Marketing on the purchase decision of Hanasui skincare products, with Brand Awareness as a mediating variable. The research focuses on students of Universitas Muhammadiyah Sukabumi (UMMI) who are users of Hanasui skincare products. A quantitative approach was employed using an associative descriptive method. Data were collected through questionnaires distributed to 200 respondents selected using probability sampling techniques. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, version 3. The results show that Viral Marketing has a significant influence on Brand Awareness, with a path coefficient value ($O = 0.855$), a t -statistic of 32.25 (> 1.654), and a p -value of 0.000 (< 0.05). Furthermore, Brand Awareness was found to have a significant influence on purchase decisions, with a path coefficient ($O = 0.574$), a t -statistic of 5.894 (> 1.654), and a p -value of 0.000 (< 0.05). Additionally, Brand Awareness significantly mediates the relationship between Viral Marketing and purchase decisions, with an indirect effect value ($O = 0.491$), a t -statistic of 5.908 (> 1.654), and a p -value of 0.000 (< 0.05). In conclusion, an effective Viral Marketing strategy can enhance Brand Awareness, which in turn contributes to increased purchase decisions of Hanasui skincare products among UMMI students.

Keywords: Viral Marketing, Purchase Decision, Brand Awareness.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Viral Marketing terhadap keputusan pembelian produk skincare Hanasui dengan Brand Awareness sebagai variabel mediasi. Studi ini difokuskan pada Mahasiswa (UMMI) yang merupakan pengguna produk skincare Hanasui. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif asosiatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 200 responden yang dipilih menggunakan teknik probability sampling. Analisis data dilakukan dengan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS) versi 3. Hasil penelitian menunjukkan bahwa Viral Marketing berpengaruh signifikan terhadap Brand Awareness, dengan nilai koefisien jalur ($O = 0,855$), nilai t -statistik sebesar 32,25 ($> 1,654$), dan nilai p sebesar 0,000 ($< 0,05$). Selain itu, Brand Awareness juga terbukti memiliki pengaruh signifikan terhadap keputusan pembelian, dengan nilai koefisien ($O = 0,574$), t -statistik sebesar 5,894 ($> 1,654$), dan nilai p sebesar 0,000 ($< 0,05$). Selanjutnya, Brand Awareness terbukti mampu memediasi secara signifikan hubungan antara Viral Marketing dan keputusan pembelian, dengan nilai pengaruh tidak langsung sebesar ($O = 0,491$), t -statistik sebesar 5,908 ($> 1,654$), dan nilai p sebesar 0,000 ($< 0,05$). Dengan demikian, dapat disimpulkan bahwa strategi Viral Marketing yang diterapkan secara tepat dapat meningkatkan Brand Awareness, yang pada akhirnya mendorong peningkatan keputusan pembelian produk skincare Hanasui pada mahasiswa UMMI.

Kata Kunci: Viral Marketing, Keputusan Pembelian, Brand Awareness.



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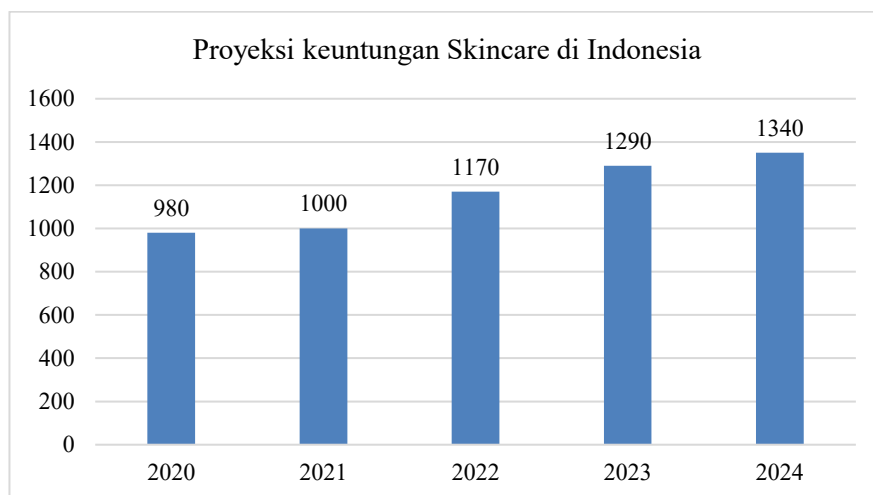
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INTRODUCTION

Beauty trends are booming, with ever more products promising healthier, more radiant skin and better protection from sun damage. This surge draws both adults and teens eager to improve their skin, yet leaves many overwhelmed by the endless options and whether they fit their needs. To stay ahead, brands continuously roll out new formulas and tech, vying for attention in an increasingly crowded market.

According to projections from Statista, the global skincare industry is expected to keep expanding with substantial profits. One of the most lucrative categories is facial care. Skincare industry revenues were approximately US\$9.8 billion in 2020, US\$1.0 billion in 2021, US\$1.17 billion in 2022, rising to US\$1.29 billion in 2023, and are projected to reach US\$1.34 billion in 2024.¹ Many new local skincare brands such as MS Glow, Avoskin, Scarlett, and Somethinc have emerged from these profit projections, creating even more competitive dynamics in the skincare industry.

Figure 1. Skin Care Profit Projection in Indonesia



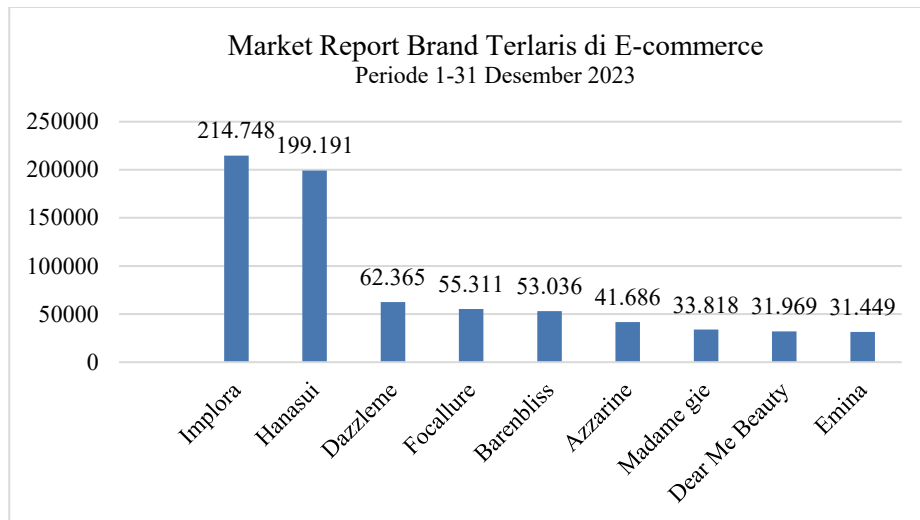
Source: <https://www.daya.id/>

Skincare safety scrutiny has risen thanks to "Dr. Detective," who vets ingredients for overhyped or harmful substances Hanasui passed his review with label-accurate formulations. Founded in 2016 under PT. Eka Jaya International, Hanasui holds BPOM production licenses and halal certification. It serves over 350,000 customers, with 290,000 transactions and 260,000

¹ Elyana Nur Faiza, Ayun Maduwinarti, and Ute Chairuz M. Nasution, "Pengaruh Viral Marketing, Celebrity Endorser Dan Online Customer Review Terhadap Keputusan Pembelian Skincare Avoskin Pada Mahasiswa Di Surabaya," *Neraca Manajemen, Ekonomi* 6, no. 6 (2024), <https://doi.org/10.8734/mnmae.v1i2.359>.

reviews averaging 4.9 stars.² In 2021, it earned the Top Official Store Award from Infobrand.id and TRAS N CO, assessed on sales performance, reviews/ratings, and overall store support.

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Source: <https://markethac.id/>

Figure 2. Market Report Brand Period 1-31 December 2023

This study focuses on Hanasui skincare products because, as shown in Figure 2, Hanasui’s e-commerce sales from December 1–31, 2023, remain relatively low. During that period, Hanasui ranked second, trailing its competitor, Implora. This sales decline appears to stem from a drop in consumers’ purchase decisions for Hanasui products, likely caused by insufficient marketing strategies.

Purchase decisions play a crucial role in boosting company profits and guiding product development. Before buying, consumers typically compare and evaluate various alternatives.⁴ One of the key factors influencing these decisions is brand strength each brand competes with a

² Farley Aurellia, Hanny Hafiar, and Centurion Priyatna, “Analisis Media Monitoring Terhadap Brand Kecantikan Hanasui Pada Bulan Maret 2023,” *Jurnal Riset Public Relations*, 2023, 149–60, <https://doi.org/10.29313/jrpr.v3i2.3210>.

³ Aurellia, Hafiar, and Priyatna.

⁴ Arifatul Hasanah et al., “Pengaruh Media Sosial Dalam Transaksi Jual Beli” 4, no. 1 (2022): 1–5.

different level of market power. To strengthen a brand's position, it is essential to build brand awareness so consumers can easily distinguish one product from another.⁵

According to Moko the higher the level of brand awareness among consumers, the more likely they are to progress through the purchase process. Brand awareness is the degree to which a brand is recognized and recalled from memory, enabling consumers to identify its elements in various situations and contexts.⁶

Viral marketing can increase brand awareness among consumers, ultimately influencing their purchase decisions.⁷ The more widely information goes viral, the stronger its effect on shaping brand awareness in consumers' minds. This suggests that the more frequently viral marketing is used, the greater its impact on raising brand awareness in the market. One local cosmetics brand, Hanasui, has implemented various digital marketing strategies including leveraging viral marketing to promote its products.⁸

Factors affecting purchase decisions include viral marketing and brand awareness. Sulisty⁹ concluded that viral marketing has a significant impact on brand awareness. Alfito dkk.,¹⁰ found that brand awareness positively mediates purchase decisions. However, reported that viral marketing does not have a significant effect on purchase decisions.¹¹

Based on the phenomena outlined above, the researcher is interested in conducting a study titled "Analysis of the Effect of Viral Marketing on Purchase Decisions for Hanasui Skincare Products with Brand Awareness as a Mediating Variable (A Survey of UMMI Students Who Use Hanasui Skincare)".

RESEARCH METHODS

The current study uses a quantitative approach with a descriptive associative twist. This procedure's goal was to test hypotheses by examining the statistical data from a sample. Descriptive analysis to paint a clear picture of one or more variables, while the associative approach helps to uncover any meaningful connections between them. The population for this

⁵ Ni Luh Putu Gangga Rahayu and Ni Made Wulandari Kusumadewi, "Peran Brand Awareness Memediasi Pengaruh Viral Marketing" 12, no. 02 (2023): 318–26.

⁶ Rahayu and Kusumadewi.

⁷ Rahayu and Kusumadewi.

⁸ Carolina Algista Zahra Pratama, Reni Shinta Dewi, and Andi Wijayanto, "Pengaruh Viral Marketing Terhadap Keputusan Pembelian Sunscreen Wardah Melalui Brand Awareness Sebagai Variabel Intervening (Studi Pada Mahasiswa Universitas Diponegoro Semarang) Pendahuluan Kerangka Teori" 11, no. 1 (2022): 59–69.

⁹ Sulisty (2015)

¹⁰ Alfito, Anggelia Siringoringo, and Haryaji Catur Putera Hasman, "Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Pada Geprek Benu Mongonsidi Medan," *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (Jebma)* 2(1) (2022): 278–84, <http://eprints.unisbank.ac.id/id/eprint/224/>.

¹¹ Yennida Parmariza, "Pengaruh Celebrity Endorser, Kualitas Informasi, Viral Marketing Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Di Instagram" 5, no. 3 (2019): 192–206.

study consisted of 4,416 active Muhammadiyah University of Sukabumi students. The sample was drawn using probability sampling with a proportional random sampling technique random selection without considering strata. Based on the SEM analysis approach, the sample size was set at 200 respondents.

The study's data collection is split into two categories: primary and secondary. Primary data were gathered firsthand through observations, interviews, and questionnaires, a set of written items using a semantic differential scale to gauge participants' attitudes, opinions, and perceptions. Secondary data, on the other hand, were obtained through a literature review examining books, journals, reports, official documents, and scientific publications, and supplemented by documentation, including archives, records, texts, figures, and images that bolster the research.

This study uses SEM-PLS, a multivariate method within variant-based SEM, to address limitations in multiple regression by analyzing relationships between independent and dependent variables. The analysis begins with a validity test, including convergent validity, composite reliability, and Cronbach's alpha to ensure indicator consistency. The structural model is then tested using R-Square, effect size, and prediction relevance to assess model accuracy and predictive strength. Hypotheses are evaluated through t-statistics and p-values using bootstrapping to measure direct, indirect, and total effects.

RESULTS AND DISCUSSION

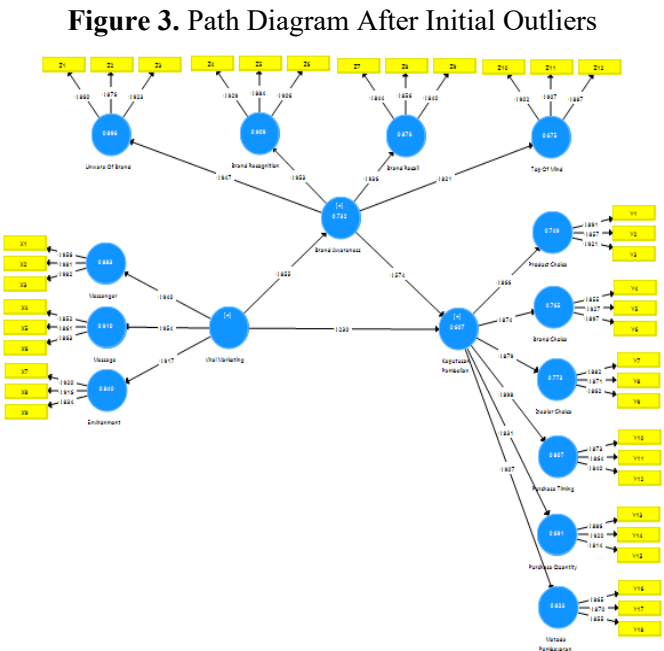
Results

Based on the data analysis results, most respondents were aged between 18 and 23 years old, totaling 181 individuals or 90.7%, indicating that the largest group of Hanasui skincare users is young. Additionally, respondents came from 24 different study programs, with the highest number from the Business Administration program (27%), followed by Elementary School Teacher Education (PGSD) at 9.8%, and Nursing at 7.8%. These results reflect that the use of Hanasui skincare products is widespread among students across various disciplines, with a dominance of users from non-science majors. This finding also indicates that young people and students from diverse educational backgrounds are highly interested in skincare products.

Convergent Validity

Convergent validity was assessed using the Average Variance Extracted (AVE) and factor loadings. An indicator is considered valid if its loading exceeds 0.7, while loadings between 0.5

and 0.6 are deemed acceptable. Additionally, the minimum required AVE is 0.5.¹² The research model, following the initial outlier removal process, is shown in the figure below:



Source: Processed primary data

Results and discussion can be presented using subtitles as needed. The results and discussion contain the data collected during the research process and the analysis of the data. Each argument must be linked to a literature review in the introductory section. This section does not contain quotations from other sources. This section only contains the research analysis and the researcher's opinion on the research results.

After removing outliers, several indicators and dimensions achieved factor loadings above 0.5.¹³ Figure 3 shows that all questionnaire indicators in this study have met the convergent validity criteria.

Table 1. Loading Factors Value Results After Outliers

Latent Variables	Dimention	Loading Factor	Indicator	Original	Description
Viral Marketing (X)	Messenger	0,883	X1.1	0,956	Valid
			X1.2	0,981	Valid
			X1.3	0,982	Valid
	Messege	0,910	X1.4	0,852	Valid
			X1.5	0,861	Valid

¹² Ayatulloh Musyaffi, Hera Khairunnisa Michael, and Dwi Kismayanti Respati, *Konsep Dasar Structural Equation Model-Partial Least Square (Sem-Pls) Menggunakan Smartpls* (Pascal Books, 2022).

¹³ Musyaffi & Khairunnisa, 2022

Latent Variables	Dimention	Loading Factor	Indicator	Original	Description
Brand Awareness (M)	Environment	0,840	X1.6	0,863	Valid
			X1.7	0,920	Valid
			X1.8	0,916	Valid
			X1.9	0,834	Valid
	Unware Of Brand	0,896	XMed1	0,860	Valid
			XMed2	0,876	Valid
			XMed3	0,923	Valid
	Brand Recognition	0,909	XMed4	0,929	Valid
			XMed5	0,884	Valid
			XMed6	0,906	Valid
	Brand Recall	0,876	XMed7	0,844	Valid
			XMed8	0,856	Valid
			XMed9	0,840	Valid
Purchase Decisions (Y)	Top Of Mind	0,675	XMed10	0,902	Valid
			XMed11	0,907	Valid
			XMed12	0,887	Valid
	Product Choice	0,749	Y1.1	0,891	Valid
			Y1.2	0,857	Valid
			Y1.3	0,921	Valid
	Brand Choice	0,765	Y1.4	0,855	Valid
			Y1.5	0,927	Valid
			Y1.6	0,897	Valid
	Dealer Choice	0,773	Y1.7	0,882	Valid
			Y1.8	0,871	Valid
			Y1.9	0,862	Valid
	Purchase Timing	0,807	Y1.10	0,873	Valid
			Y1.11	0,864	Valid
			Y1.12	0,840	Valid
	Purchase Quantity	0,691	Y1.13	0,886	Valid
			Y1.14	0,920	Valid
			Y1.15	0,814	Valid
	Payment	0,823	Y1.16	0,865	Valid

Latent Variables	Dimension	Loading Factor	Indicator	Original	Description
	Methods		Y1.17	0,870	Valid
			Y1.18	0,855	Valid

Source: Processed primary data

After removing outliers, several indicators and dimensions achieved factor loadings above 0.5.¹⁴ Table 1 shows that all questionnaire indicators in this study have met the convergent validity criteria.

Discriminant Validity

The convergent validity of a model can be tested using the Average Variance Extracted (AVE) criterion. The AVE value is declared qualified if it is greater than the correlation between constructs in the model, with good discriminant validity indicated by a value > 0.5 . The following table presents details of the AVE values in this study:

Table 2. AVE Analysis Results

Variable	Average Variance Extracted (AVE)
Purchase Decisions (Y)	0,724
Brand Awareness (M)	0,655
Viral Marketing (X)	0,588

Source: Processed primary data

The AVE value for each indicator, as shown in Table 2 is > 0.5 . Therefore, it can be concluded that all variables in this study have met the convergent validity criteria.

Composite Reliability

A construct is said to have high reliability if the composite reliability and Cronbach's alpha values are > 0.7 .¹⁵ This reliability test was carried out using SmartPLS software by considering internal consistency and Cronbach's alpha values as indicators.

Table 3. Reliability Test Results

Variable	Composite Reliability	Description
Purchase Decisions (Y)	0,959	Reliabel
Brand Awareness (M)	0,958	Reliabel
Viral Marketing (X)	0,962	Reliabel

Source: Processed primary data

¹⁴ Musyaffi & Khairunnisa, 2022

¹⁵ Musyaffi & Khairunnisa, 2022

Based on Table 3, the composite reliability value exceeding 0.7 indicates that the questionnaire in this study has been declared consistent, and the data obtained has met the composite reliability criteria.

Cronbach's Alpha

Reliability testing in this study was carried out by looking at the Cronbach's alpha value, which helps determine whether the questionnaire results are consistent and reliable in measuring each variable. A variable is considered reliable if the Cronbach's alpha score is above 0.7.¹⁶

Table 4. Cronbach's Alpha

Variabel	Cronbach's Alpha	Keterangan
Purchase Decisions (Y)	0,952	Reliabel
Brand Awareness (M)	0,952	Reliabel
Viral Marketing (X)	0,959	Reliabel

Source: Processed primary data

Referring to Table 4, the results show that all variables meet this standard, as both the Cronbach's alpha and composite reliability values are above 0.7, indicating that the data used in this study is consistent and dependable.

Coefficient of determination (R²)

R-squared (R²) is used to measure the extent to which independent latent variables influence dependent variables. The R² value ranges from 0 to 1, with a prediction accuracy of 0.75 indicating high accuracy, 0.5 indicating moderate accuracy, and 0.25 indicating low accuracy.¹⁷

Table 5. R-Square

Model	R-Squared	R-Squared Adjusted
Brand Awareness (M)	0,732	0,731
Purchase Decisions (Y)	0,607	0,603

Source: Processed primary data

The R² table shows that the R² value for Brand Awareness (M) is 0.732, meaning that 73.2% of purchase decisions are influenced by Brand Awareness, while the remaining 26.8% are influenced by other variables. Meanwhile, the R² value for Purchase Decision (Y) is 0.607, indicating that Viral Marketing and Brand Awareness together account for 60.7% of the influence on purchase decisions, with the remaining 39.3% explained by other factors.

¹⁶ Musyaffi & Khairunnisa, 2022

¹⁷ Joseph Hair et al., *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook.*, ed. 1 (Springer, 2021).

Effect Size (F-Square)

Effect size is a procedure used to indicate the magnitude of a construct's impact on observed change. It is classified into three categories: small (0.02), medium (0.15), and large (0.35).¹⁸

Table 6. Effect Size F-Square

Path	f-Squared	Effect
$X \rightarrow XMed$	2,729	Substantial
$X \rightarrow Y$	0,036	Small
$XMed \rightarrow Y$	0,225	Moderat

Source: Processed primary data

Table 6 presents the f-squared effect size calculations, showing that the effect of Viral Marketing on Brand Awareness is 2.729, well within the “very large” category. The effect of Viral Marketing on Purchase Decision is 0.036, which falls into the “small” category, while the effect of Brand Awareness on Purchase Decision is 0.225, placing it in the “medium” category.

Prediction Relevance (Q Square)

Prediction Relevance (Q^2) testing assesses how well a model can predict the values of its endogenous constructs. Q^2 values indicate predictive relevance as follows: 0.02 (low), 0.15 (medium), and 0.35 (high). This test applies only to endogenous constructs with reflective indicators.

Table 7. Prediction Relevance Q^2

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Viral Marketing (X)	1800.000	1800.000	0.000
Brand Awareness (M)	2400.000	1265.400	0.473
Purchase Decisions (Y)	3600.000	2338.733	0.350

Source: Processed primary data

Table 7 shows the Q^2 results: Viral Marketing has a Q^2 of 0.000 (low), Brand Awareness has a Q^2 of 0.473 (high), and Purchase Decision has a Q^2 of 0.350 (high).

Hypothesis Test of Direct and Indirect Effects (Specific Indirect Effect)

Bootstrapping was performed to assess the significance of relationships between variables by resampling from the entire original sample, using a one-tailed significance test with a critical t-value of 1.654.¹⁹ The table below presents the results of the significance testing.

¹⁸ Ned Kock and Pierre Hadaya, “Minimum Sample Size Estimation in PLS-SEM: The Inverse Square Root and Gamma-Exponential Methods,” *Information Systems Journal* 28, no. 1 (2018): 227–261.

Table 8. Test of Direct

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X→M	0,855	0,857	0,027	32,254	0,000
X→Y	0,230	0,229	0,104	2,216	0,027
M→Y	0,574	0,574	0,097	5,894	0,000

Source: Processed primary data

Based on Table 4.9, the hypotheses are accepted because the t-statistics exceed 1.654 and the p-values are below 0.05, as shown in the path coefficient table. This table demonstrates that all items significantly influence their respective constructs, confirming that Viral Marketing and Brand Awareness both contribute to shaping Purchase Decisions.

Referring to the previously presented inner model scheme, the path coefficient test illustrates the strength of the effects of independent variables on dependent variables: for example, a value of 32.254 indicates the effect of Viral Marketing on Brand Awareness, while 5.894 reflects the effect of Brand Awareness on Purchase Decisions. The significance levels for these effects appear in the p-value table, all of which are below 0.05.

Below is the table of indirect effect analysis, measuring the mediating role of Brand Awareness between Viral Marketing and Purchase Decisions.

Table 9. Indirect Effect

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X→M→Y	0,491	0,491	0,083	5,908	0,000

Source: Processed primary data

From the table above, it can be seen that there is a mediating relationship between Viral Marketing and Purchase Decision through Brand Awareness. Below are the data analysis results illustrating the relationships among Viral Marketing (X), Brand Awareness (M), and Purchase Decision (Y) based on the hypothesis tests conducted.

1. Hypothesis 1

The test results show that Viral Marketing (X) has a significant effect on Purchase Decision (Y), with a t-statistic of 2.216 and a p-value of 0.027 (t-statistic > 1.654 and p-value < 0.05).

¹⁹ Hair et al., *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*.

2. Hypothesis 2

Viral Marketing (X) has a significant effect on Brand Awareness (M), with a t-statistic of 32.254 and a p-value of 0.000 (t-statistic > 1.654 and p-value < 0.05).

3. Hypothesis 3

Brand Awareness (M) has a positive and significant effect on Purchase Decision (Y), with a t-statistic of 5.894 and a p-value of 0.000 (t-statistic > 1.654 and p-value < 0.05).

4. Hypothesis 4

The mediated relationship between Viral Marketing (X) and Purchase Decision (Y) through Brand Awareness (M) is also significant, with a t-statistic of 5.908 and a p-value of 0.000. Statistically, H_0 is rejected and H_a is accepted (t-statistic > 1.654 and p-value < 0.05).

Discussion

The Influence of Viral Marketing (X) and Brand Awareness (M)

Hypothesis testing in SmartPLS 3.0 is presented in the Path Coefficient output table. According to Table 8, the exogenous variable Viral Marketing significantly influences Brand Awareness, with a path coefficient of 0.855 ($t = 32.25 > 1.654$, $p = 0.000 < 0.05$). In other words, the more intensively Viral Marketing is applied, the higher the level of Brand Awareness formed in consumers' minds. This finding supports previous research by Arianty & Andira²⁰, which reported a negative effect of Viral Marketing on Brand Awareness.

The Influence of Brand Awareness (M) and Purchase Decision (Y)

According to table 8, Brand Awareness has a significant positive effect on Purchase Decision, with a path coefficient of 0.574 ($t = 5.894 > 1.654$, $p < 0.001$). This means that the more consumers recognize and recall a brand, the more likely they are to buy its products. These findings highlight Brand Awareness as a key driver of consumer Purchase Decisions and align with Salina & Budi Sudaryanto²¹, who also reported a strong, positive impact of Brand Awareness on purchasing behavior.

²⁰ Nel Arianty and Ari Andira, "Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian," *Maneggio: Jurnal Ilmiah Magister Manajemen* 4, no. 1 (2021): 39–50, <https://doi.org/10.30596/maneggio.v4i1.6766>.

²¹ Shanerika Salina and Budi Sudaryanto, "Analisis Pengaruh Viral Marketing Terhadap Purchase Intention Dengan Brand Image Dan Brand Awareness Sebagai Variabel Intervening Produk Ms Glow (Studi Pada Pengguna Twitter Indonesia)," *Diponegoro Journal Of Management* 12, no. 1 (2023): 1–13.

The Influence of Brand Awareness (M) in Mediating the Relationship between Viral Marketing (X) and Purchase Decision (Y)

In SmartPLS 3.0, mediation is assessed via the Specific Indirect Effect table. First, Table 8 shows that Viral Marketing has a direct, positive, and significant effect on Purchase Decision (coefficient = 0.230; $t = 2.216 > 1.654$; $p = 0.027 < 0.05$). Then, Table 4.11 demonstrates that Brand Awareness mediates the relationship between Viral Marketing and Purchase Decision, with an indirect effect of 0.491 ($t = 5.908 > 1.654$; $p = 0.000 < 0.05$). Because the indirect effect (0.491) exceeds the direct effect (0.230), we conclude that Brand Awareness provides a significant and stronger mediating effect in enhancing Purchase Decisions.

CONCLUSION

Based on our analysis of Viral Marketing's impact on Purchase Decisions with Brand Awareness as a mediating variable among UMMI students using Hanasui skincare, several key conclusions emerge. Stronger Viral Marketing efforts significantly boost Brand Awareness, meaning that the more compelling and widespread a campaign becomes, the more likely students are to recognize and recall the Hanasui brand. Viral Marketing itself directly influences students' Purchase Decisions, underscoring its power to drive sales. Third, elevated Brand Awareness also has a direct, positive effect on Purchase Decisions; in other words, students who are more aware of Hanasui are more inclined to buy its products. Brand Awareness proves to be an effective mediator between Viral Marketing and Purchase Decisions: its indirect effect is even larger than the direct impact of Viral Marketing alone, indicating that building awareness not only enhances campaign reach but also amplifies overall purchasing outcomes.

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