

The Influence of Social Media Influencer Marketing, Self-Regulation, and Viral Marketing on Purchase Intention on Tokopedia

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ABSTRACT

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The increasing competitiveness of e-commerce marketplaces in Indonesia underscores the importance of effective marketing strategies to enhance purchase intention among Generation Z consumers. This study aims to identify the influence of social media influencer marketing, self-regulation, and viral marketing on purchase intention. The population in this study consists of individuals aged 13–28 years (Generation Z), residing throughout Indonesia, who have never made a purchase on Tokopedia after seeing an advertisement from a Tokopedia social media influencer. The sampling technique used in this study is purposive sampling, with a total of 155 respondents. This study employs multiple linear regression analysis, which shows that social media influencer marketing does not affect purchase intention, while self-regulation and viral marketing both have an influence on purchase intention. The practical implications of this study suggest that Tokopedia should reconsider the effectiveness of its social media influencer marketing strategies, develop features that help consumers become more aware of their shopping decisions, and pay attention to the content of viral messages, such as message uniqueness, emotional impact, and creativity.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed the business landscape, particularly through the emergence of e-commerce as a dominant platform for modern trade. E-commerce enables businesses and consumers to conduct transactions conveniently via the internet, replacing traditional commerce methods (Turban et al., 2015; Harto et al., 2024). In Indonesia, the continual increase in e-commerce users each year reflects a notable shift in consumer behavior toward digital platforms (DataIndonesia.id, 2024). Among various e-commerce platforms, marketplaces are the most widely used, with Tokopedia emerging as one of the major players alongside Shopee, Lazada, and Blibli (Sircolo, 2020; Databoks.katadata.co.id, 2023).

However, recent data reveal a significant decline in Tokopedia's visitor numbers throughout 2024, especially during the last three months of the year

(Kataboks.katadata.co.id, 2024). This consistent decrease is assumed to correlate with a decline in consumer purchase intention—defined as the likelihood or willingness of consumers to buy a product or service online (Ramadhan & Jatra, 2018; Semuel & Setiawan, 2018). Purchase intention is a crucial component of online buying behavior and is influenced by both internal and external factors (Hong & Cho, 2011; Ventre & Kolbe, 2020).

In response to this challenge, Tokopedia has implemented digital marketing strategies based on social media, such as influencer marketing and viral marketing. Influencer marketing is a promotional strategy that utilizes social media personalities to build trust and affect consumer decisions through personal and credible content (Handayani et al., 2021; Ekinci et al., 2025). This approach has gained traction due to the growing number of social media users in Indonesia, reaching over 139 million active users in 2024

(Kalodata.com, 2024). Tokopedia has collaborated with popular influencers such as Jessica Jane, Ewkharis, Nizar Abduh Zahir, Alwi Fahry, Alifhia Fitri, Tanboy Kun, Luqman Hakim, aiming to leverage their follower base to stimulate consumer interest and drive purchase decisions.

In addition, Tokopedia has adopted viral marketing, a strategy that disseminates persuasive content through digital platforms to encourage organic sharing and amplify message reach via electronic word of mouth (e-WOM) (Petrescu, 2014; Haudi et al., 2022). Although both influencer marketing and viral marketing have shown potential in increasing purchase intention (Veirman et al., 2017; Jalilvand & Samiei, 2012), empirical evidence suggests that these strategies have not significantly improved Tokopedia's performance, as indicated by the continual decrease in platform traffic by late 2024.

Beyond external marketing efforts, internal consumer factors such as self-regulation may also play a crucial role. Self-regulation refers to an individual's ability to control impulses and make rational decisions regarding consumption (Kusumawati, 2024; Baumeister et al., 2007). However, research on self-regulation within the context of e-commerce remains limited, especially among Generation Z—Indonesia's largest demographic group—who are known for being highly tech-savvy yet prone to impulsive buying behavior (Artadita & Firmialy, 2024; Katadata.co.id, 2021).

Given these conditions, this study aims to further investigate the influence of social media influencer marketing, self-regulation, and viral marketing on purchase intention toward Tokopedia, employing the online consumer behavior model proposed by Turban et al. (2015), which categorizes influencing factors into internal and external domains.

This study is important to conduct because many e-commerce companies employ viral marketing and social media influencer marketing strategies, including Tokopedia, which is currently experiencing a decline in visitor numbers. However, the effectiveness of these strategies needs to be examined scientifically to prevent companies from misallocating their promotional budgets. In addition, inconsistencies in previous research findings indicate the need to fill this gap. On the other hand, most prior studies have only examined two out of the three variables investigated in this research, without including self-regulation. Therefore, there has not yet been a study that specifically addresses the influence of self-regulation on purchase intention.

LITERATURE REVIEW

Social Media Influencer Marketing

Social media influencer marketing is a digital marketing strategy that utilizes influential figures on social media to promote products to relevant audiences (Ekinci et al., 2025). Influencers are considered effective communicators due to their ability to build trust, credibility, and emotional closeness with their followers (Handayani et al., 2021). As the number of social media users continues to grow, this form of marketing is increasingly viewed as more effective than traditional methods, particularly in reaching Millennials and Generation Z who are more responsive to digital content than commercial advertisements (Haltev.id, 2024; Toffeedev, 2024). Tokopedia has implemented this strategy by collaborating with top Indonesian influencers such as Jessica Jane and Alwi Fahry to increase product visibility and audience engagement.

According to Djafarova & Rushworth (2017) and Veirman et al. (2017), the variable of social media influencer marketing falls under the category of information presentation, which includes the way influencers deliver products to consumers through websites, social media, and other platforms. This aspect encompasses visual displays, text, and videos, which influence how consumers perceive and understand the product.

Academically, the impact of social media influencer marketing on purchase intention has been extensively examined, though findings remain mixed. Research by Akand (2024) and Handayani et al. (2021) suggests that influencer marketing significantly enhances purchase intention by fostering trust and emotional bonds with consumers. However, not all studies have reached similar conclusions. Febriyanti et al. (2024) found that social media influencer marketing had no direct effect on purchase intention, instead influencing it indirectly through brand trust. This indicates that the effectiveness of influencers heavily depends on contextual relevance and the alignment between the influencer's persona and the target audience.

Self-Regulation

Self-regulation refers to an individual's ability to control thoughts, emotions, and behaviors to achieve specific goals. In the context of consumer behavior, self-regulation helps individuals resist impulsive purchases and make more rational decisions (Kusumawati, 2024; Baumeister et al., 2007). With increasing exposure to persuasive digital marketing,

self-regulation becomes crucial in maintaining thoughtful decision-making. Nevertheless, most research on self-regulation has focused on academic performance and skill acquisition, leaving a gap in its application within consumer behavior contexts (Ebert et al., 2015; Schunk, 2005).

According to Baumeister et al. (2007), the variable of self-regulation belongs to the category of motivation, since motivation includes internal psychological influences that drive individuals to act, including in the process of online purchasing. Motivation, as they explain, can be influenced by personal characteristics such as self-regulation.

Several recent studies have explored the relationship between self-regulation and purchase intention. Rahmah et al. (2025) found that self-regulation significantly influences consumers' intention to purchase, particularly in digital environments. However, this finding contrasts with Tania et al. (2022), who concluded that self-regulation does not affect impulsive buying behavior. Similarly, Bagozzi (2006) argued that self-regulation plays a role in consumer decision-making. These conflicting results highlight the need for further investigation, especially among Generation Z, who are known for their impulsiveness and dominant presence in the Indonesian online consumer base (Artadita & Firmialy, 2024).

Viral Marketing

Viral marketing is a promotional strategy aimed at spreading marketing messages quickly and broadly through digital platforms by leveraging online word-of-mouth (Petrescu, 2014; Kirby & Marsden, 2006). It relies on emotionally compelling and engaging content that encourages consumers to share the message voluntarily via social media platforms like TikTok and Instagram (Sudirman & Musa, 2023). Tokopedia has adopted viral marketing strategies by publishing interactive, entertaining content, leading to high levels of engagement through likes, shares, and comments.

According to Petrescu & Korgaonkar (2011), viral marketing is also included in the category of information presentation, as Turban explains that viral marketing refers to e-WOM, namely the way in which individuals inform others about products they like or dislike. Viral content is considered a form of information exchange based on electronic media,

driven by content appeal, entertainment elements, and other related factors.

Previous studies have found that viral marketing can significantly influence purchase intention. Muhajir et al. (2022) and Sulistio & Dewi (2024) reported that successful viral content that encourages consumer engagement positively affects purchase intention. However, findings by Lidia Angelina et al. (2024) suggest that viral marketing does not always produce a significant effect on consumer purchase decisions. These discrepancies emphasize that the success of viral marketing depends on content quality, relevance, and how well the message resonates with the target audience.

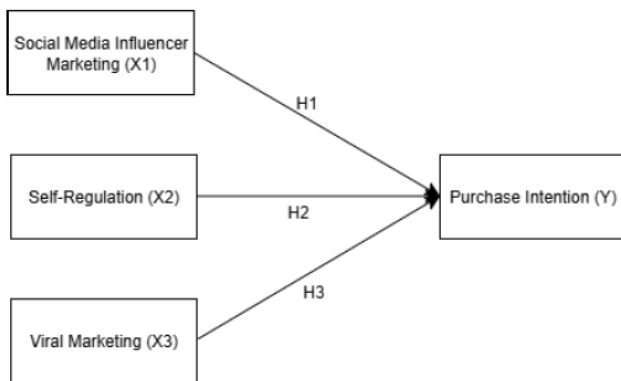
Purchase Intention

Purchase intention refers to a consumer's inclination to buy a product or service in the future. In digital contexts, purchase intention is shaped by both internal factors such as motivation and self-regulation, and external factors like social influence, promotions, and the digital presentation of the product (Hong & Cho, 2011; Samuel & Setiawan, 2018). Turban et al. (2015) define purchase intention as the result of cognitive and emotional processes that drive online consumer decisions. These intentions are influenced by personal characteristics, the digital environment, and the features of the e-commerce system itself.

Numerous studies have used purchase intention as a key indicator to evaluate the effectiveness of digital marketing strategies. Research by Veirman et al. (2017) and Jalilvand & Samiei (2012) confirms that influencer marketing and viral content are effective tools in boosting consumer intention to purchase. On the other hand, Febriyanti et al. (2024) found that not all forms of influencer marketing effectively increase purchase intention unless brand trust is also established. Thus, a comprehensive understanding of purchase intention is essential for designing digital marketing strategies that genuinely influence consumer behavior.

Framework

Figure 1 Research Framework



Information:

X = Independent Variables, namely Social Media Influencer Marketing, Self-Regulation, and Viral Marketing

Y = Dependent Variable, namely Purchase Intention

Hypotheses

H1: Social media influencer marketing has an effect on purchase intention.

H2: Self-regulation has an effect on purchase intention.

H3: Viral marketing has an effect on purchase intention.

METHOD

Research Design

This study adopts a quantitative approach with a conclusive research type that is both descriptive and causal in nature. The purpose of this approach is to identify and examine the cause-and-effect relationships between the independent variables, namely social media influencer marketing, self-regulation, and viral marketing, and the dependent variable, which is purchase intention. The study aims to explain the partial influence of these three independent variables on the purchase intention of Tokopedia consumers. The study was conducted using a structured questionnaire distributed to respondents who met specific criteria and analyzed using quantitative statistical methods, particularly multiple linear regression analysis.

Population and Sample

The population in this study consists of all Tokopedia users residing in Indonesia. Due to the very

large and unspecified number of the population, a non-probability sampling technique was applied, specifically the purposive sampling method. The sample in this study comprised 155 respondents who were selected based on specific criteria: Tokopedia users aged 13 to 28 years old (Generation Z), living across various regions in Indonesia, and who have never made a purchase on Tokopedia after seeing an advertisement from a Tokopedia social media influencer. This technique was used to ensure that the respondents have relevant experience with the research subject, thereby making the data collected more valid and representative of the intended consumer behavior.

Data Collection Method

The data used in this study are primary data. Primary data were collected directly from respondents through an online questionnaire distributed via Google Forms. The questionnaire was constructed based on indicators adapted from previous research and measured using a 5-point Likert scale. The online distribution was carried out through social media platforms, aiming to reach target respondents who are active Tokopedia users from various regions across Indonesia.

Data Analysis Method

In this study, the analytical technique employed is multiple linear regression analysis with the aid of SPSS. Multiple linear regression analysis is a technique used to examine the relationship between one dependent variable and two or more independent variables (Hair et al., 2019:265). Additionally, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to verify the appropriateness of the regression model. All data analysis processes were carried out using the SPSS version 27 software.

Measurement of Each Variables

Social Media Influencer Marketing (X1)

To measure the social media influencer marketing variable, the indicators from the study conducted by Handayani et al. (2021) are used as follows:

1. Increasing consumer trust
2. Attracting consumer attention
3. Encouraging consumers to make purchases

4. Influencing consumers

Self-Regulation (X2)

To measure the self-regulation variable, the indicators from the study conducted by Khan et al. (2020) are used as follows:

1. Autonomy
2. Self-efficacy
3. Self-presentation
4. Habits
5. Impulsiveness

Viral Marketing (X3)

To measure the viral marketing variable, the indicators from the study conducted by Amperawati et al. (2024) are used as follows:

1. Social media used
2. Involvement of opinion leaders
3. Product knowledge
4. Product clarity
5. Talking about the product

Purchase Intention (Y)

To measure the purchase intention variable, the indicators from the study conducted by Hong & Cho (2011) are used as follows:

1. Short-term purchase consideration
2. Long-term purchase consideration
3. Current purchase preference
4. Tendency for repeat visits

RESULT

Validity Test

Validity test is used to measure whether a statement is valid or not. A statement is considered valid if the r calculated $>$ r table (Machali, 2021). The r table value for 30 respondents at a 5% significance level is 0.361. The validity test was conducted using a pilot test involving 30 respondents and analyzed using SPSS.

Table 1. Validity Test Result

Variable	Item	r Calculated	r Table	Description
Social Media	X1.1.1	0,630	0,361	Valid
	X1.1.2	0,589	0,361	Valid
	X1.1.3	0,614	0,361	Valid
Influencer Marketing	X1.2.1	0,479	0,361	Valid
	X1.2.2	0,584	0,361	Valid
	X1.2.3	0,644	0,361	Valid
	X1.3.1	0,569	0,361	Valid

Variable	Item	r Calculated	r Table	Description
	X1.3.2	0,651	0,361	Valid
	X1.3.3	0,645	0,361	Valid
	X1.4.1	0,573	0,361	Valid
	X1.4.2	0,570	0,361	Valid
	X1.4.3	0,645	0,361	Valid
Self-Regulation	X2.1.1	0,630	0,361	Valid
	X2.1.2	0,404	0,361	Valid
	X2.2.1	0,677	0,361	Valid
	X2.2.2	0,420	0,361	Valid
	X2.2.3	0,617	0,361	Valid
	X2.3.1	0,549	0,361	Valid
	X2.3.2	0,468	0,361	Valid
	X2.3.3	0,438	0,361	Valid
	X2.4.1	0,443	0,361	Valid
	X2.4.2	0,570	0,361	Valid
	X2.4.3	0,420	0,361	Valid
	X2.4.4	0,485	0,361	Valid
	X2.5.1	0,547	0,361	Valid
	X2.5.2	0,553	0,361	Valid
X2.5.3	0,614	0,361	Valid	
X2.5.4	0,401	0,361	Valid	
Viral Marketing	X3.1.1	0,427	0,361	Valid
	X3.1.2	0,627	0,361	Valid
	X3.1.3	0,680	0,361	Valid
	X3.2.1	0,536	0,361	Valid
	X3.2.2	0,608	0,361	Valid
	X3.2.3	0,708	0,361	Valid
	X3.3.1	0,678	0,361	Valid
	X3.3.2	0,618	0,361	Valid
	X3.3.3	0,583	0,361	Valid
	X3.4.1	0,685	0,361	Valid
	X3.4.2	0,626	0,361	Valid
X3.4.3	0,507	0,361	Valid	
X3.5.1	0,734	0,361	Valid	
X3.5.2	0,711	0,361	Valid	
X3.5.3	0,524	0,361	Valid	
Purchase Intention	Y1.1	0,837	0,361	Valid
	Y1.2	0,777	0,361	Valid
	Y1.3	0,638	0,361	Valid
	Y1.4	0,577	0,361	Valid
	Y1.5	0,494	0,361	Valid
	Y1.6	0,791	0,361	Valid
	Y1.7	0,649	0,361	Valid
	Y1.8	0,696	0,361	Valid
	Y1.9	0,737	0,361	Valid
	Y1.10	0,636	0,361	Valid
	Y1.11	0,736	0,361	Valid

The results of the validity test shown in the table indicate that all items distributed to the respondents are declared valid, as the r calculated exceed the r table.

Reliability Test

Reliability Test of the instrument was carried out using Cronbach's Alpha, which measures the reliability of each statement. An instrument is considered reliable if the Cronbach's Alpha value is equal to or greater than 0.60 (> 0.60) (Malhotra & Dash, 2016:291). This reliability test was conducted through a pilot test involving 30 respondents and analyzed using SPSS.

Table 2. Reliability Test Result

Variable	Alpha Value (r calculated)	Cronach's Alpha min	Description
Social Media Influencer Marketing	0,6	0,912	Reliable
Self-Regulation	0,6	0,913	Reliable
Viral Marketing	0,6	0,915	Reliable
Purchase Intention	0,6	0,897	Reliable

All item statements under the variables of Social Media Influencer Marketing, Self-Regulation, Viral Marketing, and Purchase Intention have Cronbach's Alpha values > 0.60 . Therefore, it can be concluded that all items are reliable in measuring their respective variables.

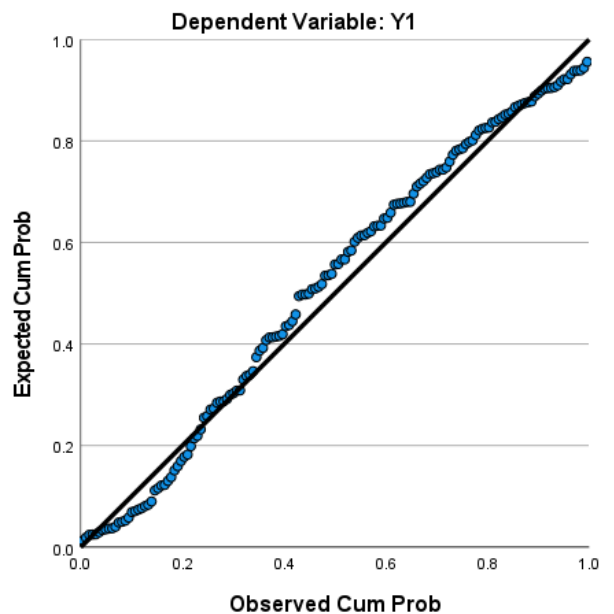
Normality Test

Normality Test aims to determine whether the collected data is normally distributed or not (Machali, 2021). This test can be performed using the Kolmogorov-Smirnov significance value. If the significance (sig) value is greater than 0.05, then the data is considered normally distributed.

Figure 2. Normality Test Result

		Unstandardized Residual	
N		155	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.54867195	
Most Extreme Differences	Absolute	.069	
	Positive	.054	
	Negative	-.069	
Test Statistic		.069	
Asymp. Sig. (2-tailed) ^c		.072	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.074	
	99% Confidence Interval	Lower Bound	.067
		Upper Bound	.081

Normal P-P Plot of Regression Standardized Residual



Based on the graphical output, the data is normally distributed as the data points are close to or follow the diagonal line. This is supported by the Asymp. Sig. value of $0.072 > 0.050$, as shown in the Kolmogorov-Smirnov test table.

Multicollinearity Test

Multicollinearity Test is used to determine whether there is a high correlation between independent variables in a regression model. Multicollinearity can be assessed using Tolerance and VIF values. If Tolerance > 0.10 and VIF < 10.00 , then multicollinearity does not exist (Prasteyo & Jannah, 2014).

effect on the dependent variable. Conversely, if the significance value > 0.05 , it means the independent variable does not have a significant partial effect.

Figure 5. t Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.139	2.272		-2.701	.008
	X1	.069	.065	.063	1.059	.291
	X2	.139	.031	.183	4.424	<.001
	X3	.610	.049	.747	12.498	<.001

a. Dependent Variable: Y1

Based on the results of the partial t-test, with a critical t-value of 1.976, it was found that the variable Social Media Influencer Marketing (X1) had a t-calculated value of 1.059 and a significance level of 0.291. Since the t-calculated $<$ t-table and the significance value > 0.05 , it can be concluded that Social Media Influencer Marketing does not have a significant effect on Purchase Intention. On the other hand, the variable Self-Regulation (X2) showed a t-calculated value of 4.424 with a significance of 0.001, and Viral Marketing (X3) had a t-calculated value of 12.498 with a significance of 0.001. As both values exceed the t-table and have significance levels below 0.05, it can be concluded that Self-Regulation and Viral Marketing have a significant effect on Purchase Intention among Tokopedia users.

Coefficient of Determination (R^2)

Coefficient of Determination (R^2) is a statistical method used to evaluate how well a regression model explains the variability in the data (Hair et al., 2019). It shows how much of the dependent variable can be explained by the independent variables. The R^2 value ranges from 0 to 1. A value closer to 1 indicates a stronger effect of the independent variables on the dependent variable, and vice versa.

Figure 6. Coefficient of Determination Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 ^a	.797	.793	2.574

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y1

Based on the table above, the value of Adjusted R Square is 0.793, or equivalent to 79.3%. This indicates that the variables Social Media Influencer Marketing, Self-Regulation, and Viral Marketing collectively explain 79.3% of the variance in Purchase Intention, while the remaining 20.7% is influenced by other variables not included in the model.

Respondent Characteristics

The research was conducted by distributing questionnaires online through several social media platforms such as WhatsApp, Instagram, TikTok, and Telegram, obtaining 155 respondents who met the sample criteria. Thus, the data analyzed were derived from 155 respondents. The characteristics of the respondents in this study consist of gender, age, province of origin, total monthly income, and who have never made a purchase on Tokopedia after seeing an advertisement from a Tokopedia social media influencer. The results of this analysis are explained in detail as follows:

Table 5. Respondent Characteristics

No	Characteristic	Frequency	Percentage
Gender			
1	Male	37	23,9%
2	Female	118	76,1%
Age			
1	13 - 15 years	14	9%
2	16 - 18 years	11	7,1%
3	19 - 22 years	103	66,5%
4	23 - 28 years	27	17,4%
Average Monthly Income			
1	Rp 0 - Rp 500.000	22	14,2%
2	Rp 500.001 - Rp 1.000.000	48	31%
3	Rp 1.000.001 - Rp 5.000.000	74	47,7%
4	> Rp 5.000.000	11	7,1%
Province of Origin			
1	East Java	54	34,9%
2	West Java	29	18,7%
3	DKI Jakarta	27	17,4%
4	Banten	10	6,5%
5	DI Yogyakarta	7	4,5%
6	West Sumatera	7	4,5%
7	Central Java	5	3,2%
8	Others	16	10,3%
Influencers Viewed			
1	Jessica Jane	70	45,1%
2	Alwi Fahry	20	13%
3	Tanboy Kun	18	11,6%

4	Luqman Hakim (Kak Kev)	18	11,6%
5	Ewkharis (Kayess)	11	7,1%
6	Alifhia Fitri	11	7,1%
7	Nizar Abduh Zahir	7	4,5%

DISCUSSION

The Influence of Social Media Influencer Marketing on Purchase Intention

The results of this study indicate that Social Media Influencer Marketing does not have a significant effect on Purchase Intention among Tokopedia users. This indicates that H0 is accepted and H1 is rejected, meaning that Social Media Influencer Marketing does not have a significant effect on Purchase Intention among Tokopedia users. Although the relationship direction is positive, high levels of influencer promotion do not necessarily lead to higher purchase intention. This suggests that influencer presence alone is insufficient to drive consumer buying decisions. This finding supports the theoretical framework of Hovland et al. (1953), which introduced the Source-Credibility Model and Source-Attractiveness Model. The Source-Credibility Model emphasizes the role of expertise and trustworthiness in enhancing message effectiveness, while the Source-Attractiveness Model highlights factors such as likability, familiarity, and similarity between influencer and audience.

The results of this study support several previous studies conducted by Aprilliani & Aquinia (2024), Dewi (2023), and Febriyanti et al. (2024), which stated that Social Media Influencer Marketing has no effect on Purchase Intention. However, the results of this study contradict several previous studies conducted by Akand (2024), Hayatunnufus & Zuliestiana (2023), and Sayyid et al. (2019), which showed that Social Media Influencer Marketing influences Purchase Intention.

The absence of an effect of social media influencer marketing on purchase intention can be justified through the study of Djafarova and Trofimenko (2019), which stated that although influencers are able to attract attention and build product understanding, the actual impact on purchase intention is largely influenced by credibility and perceived content authenticity. When consumers perceive the content as overly commercial or lacking authenticity, the effectiveness of influencer promotion tends to have no impact on consumers. On the other hand, the study by

Permatasari et al. (2024) showed that influencer endorsements did not affect purchase intention. This is due to consumers' perception that influencer content is more commercial in nature rather than based on personal experience.

Consumers tend to trust online customer reviews more than paid endorsements, as they are perceived as more objective and experience-based. In this study, respondents indicated that influencer content helped them understand products better, yet they did not feel compelled to make purchases. Most respondents, who are Gen Z aged 19–22, were shown to be skeptical toward paid content and capable of resisting impulse buying, consistent with the findings of Chen et al. (2022). This is supported by the respondents' assessment of the "encouraging consumers to make purchases" indicator, which received the lowest score and indicates that respondents found it easy to resist the intention to buy products promoted by influencers.

The Influence of Self-Regulation on Purchase Intention

This study reveals that Self-Regulation has a positive and significant effect on Purchase Intention. This indicates that H0 is rejected and H1 is accepted, meaning that Self-Regulation has a significant effect on Purchase Intention among Tokopedia users. The higher the self-regulation of a consumer, the more likely they are to make planned purchases based on their actual needs. This result supports the theory proposed by Rahmah et al. (2025) and Spears & Singh (2004), who argued that self-regulation plays a key role in moderating impulsive behavior and facilitating rational purchasing decisions by aligning consumption with individual goals and values.

The results of this study support the research of Rahmah et al. (2025), which stated that Self-Regulation influences Purchase Intention. However, since self-regulation has mostly been examined in the context of academics and skill learning, there are still few previous studies that specifically explain the effect of self-regulation on purchase intention. Nevertheless, Bagozzi (2006) explained that self-regulation has an influence on consumer decision-making. On the other hand, research by Rieuwpassa & Priskila (2024) also showed that self-regulation affects consumptive behavior. From both studies, it can be concluded that linking self-regulation with purchase intention remains relevant, as purchase intention is one

of the stages related to both consumptive behavior and consumer decision-making (Balau, 2018).

Respondents in this study scored highly on statements related to evaluating needs before purchasing, delaying purchases for consideration, and confidence in choosing the right product. This reflects a strong level of self-control, particularly among Gen Z respondents. Respondents with high self-regulation tend to be less vulnerable to external influences such as advertisements and social media trends, which often trigger uncontrolled shopping desires (Shabbir et al., 2024). In addition, Gen Z tends to be cautious in their spending due to financial constraints and a heightened awareness of the importance of consumption efficiency (Anjani & Darto, 2023).

As such, even when exposed to influencer promotions or viral content, they tend to filter marketing messages and restrain impulsive buying tendencies. This is supported by the respondents' assessment of the "self-confidence" indicator, which received the highest score and simultaneously demonstrates that the respondents believe they have full control over their shopping activities.

The Influence of Viral Marketing on Purchase Intention

The findings show that Viral Marketing has a positive and significant effect on Purchase Intention among Tokopedia users. This indicates that H0 is rejected and H1 is accepted, meaning that Viral Marketing has a significant effect on Purchase Intention among Tokopedia users. This suggests that the more effective and engaging the viral content produced by Tokopedia, the higher the consumers' intention to make purchases. The result aligns with Rogers' (2003) diffusion of innovation theory, which explains that viral marketing extends message reach rapidly, creates social proof, and strengthens subjective norms, thereby enhancing purchase intention.

The results of this study support several previous studies conducted by Anissa & Tobing (2022), Sulistio & Dewi (2024), and Muhajir et al. (2022), which demonstrated that Viral Marketing influences Purchase Intention. Viral marketing plays an important role in increasing an individual's purchase intention toward a product. This is due to its ability to spread product information quickly and widely through social media, thereby enhancing consumer

awareness and purchase intention (Azis & Syarifah, 2022).

Respondents confirmed they frequently encountered Tokopedia's viral promotional content on social media platforms like TikTok, Instagram, and YouTube. High scores on statements related to product understanding and ease of accessing information through viral content indicate strong consumer engagement. As stated by Susilawati and Pratama (2024), Gen Z is a generation known for being technologically literate and constantly connected to gadgets and the internet, making them easily attracted to anything that goes viral online. This is reinforced by the research of Angelique et al. (2025), which found that the purchase intention of Gen Z tends to be easily influenced by trends and viral content. This is supported by the respondents' assessment of the "product clarity" indicator, which received the highest score and indicates that respondents felt Tokopedia's viral content helped them clearly understand the product.

CONCLUSION

Based on the research findings, it can be concluded that among the three tested variables, only Self-Regulation and Viral Marketing have a significant influence on Purchase Intention among Tokopedia users, while Social Media Influencer Marketing does not show a significant effect. Consumers with high levels of self-regulation tend to make purchasing decisions in a rational and planned manner, while viral content has proven effective in capturing attention and delivering clear product information, thus encouraging purchase intention. In contrast, the insignificant impact of influencer marketing is likely due to consumers' high level of selectivity—particularly among Generation Z—toward promotional content perceived as overly commercial or lacking authenticity.

Theoretical implications of these findings reinforce Turban's online consumer behavior theory, which suggests that both internal factors, such as self-regulation, and external factors, such as viral marketing, can influence purchase intention, while the influence of social media influencers may depend on context. In terms of practical implications, companies are encouraged to optimize viral content that is informative and engaging, develop features that support consumer awareness in purchasing decisions,

and critically assess the effectiveness of influencer strategies. For future research, it is recommended to adopt qualitative methods such as interviews or focus group discussions (FGDs) to explore the reasons behind the limited impact of influencer marketing. Additionally, researchers should consider incorporating mediating or moderating variables, such as emotional engagement or brand trust, to enrich the understanding of how these factors affect purchase intention.

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