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THE INFLUENCE OF VIRAL MARKETING, AND PRODUCT INNOVATION ON REPURCHASE INTENTIONS THROUGH MEDIATION OF PURCHASE DECISION

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Abstract: With the existence of digital technology, the phenomenon of viral products in Indonesia is increasingly widespread, not only manufactured products, traditional products, or home products can also become viral because of this technology. The Sidayu (Bonggolan) traditional MSME products are no exception, which some time ago went viral on social media and then spread to the people of Gresik Regency and its surroundings. This research is very interesting to study, to study online consumer behavior towards product repurchase intentions which are characterized by theoretical studies that Viral Marketing, and Product Innovation influence purchase decisions and repurchase intentions while purchasing decisions are intermediaries. This type of research is explanatory research with a quantitative approach. The number of samples was 200 participants spread across Gresik Regency who had repeatedly bought this traditional food product. This study uses SEM analysis with the help of SmartPls software. The findings show that viral marketing and product innovation directly influence purchasing decisions, but the findings directly show insignificant results on repurchase intention. Interestingly, the findings of this study indicate that there is a significant indirect effect of viral marketing and product innovation on repurchase intention through the mediation of purchase decisions.

Keywords: Product Innovation; Purchase Decision; Repurchase Intentions; Viral Marketing

INTRODUCTION

Indonesia is an archipelagic country that is blessed with culture, various races, and of course diverse traditional foods. Traditional food is food that has been served and eaten for generations to become the favorite food among the people (Werdiningsih, 2022). In the digital era, traditional food can be enjoyed throughout the archipelago by intermediary online sales media, including traditional bonggolan food from Sidayu District, Gresik Regency.

In the current era, the buying and selling process is increasingly diverse, this method can be carried out with two strategies, namely online sales strategies and offline sales, or the latest language, namely omnichannel (Neslin, 2022); (Timoumi et al., 2022); (Kim et al., 2022). using this method is proven to be able to increase sales compared to just selling conventionally (offline). Sellers and consumers can use and take full advantage of this marketing channel. But despite these benefits, many issues remain to be addressed regarding the relationship of omnichannel marketing strategies to customer experience and behavioral intention. (Yin et al., 2022).

A profitable strategy is of course related to consumers who buy products within a certain time, someone making repeat purchases will increase revenue which in turn increases profits, this is another essence of customer loyalty in another form. Peter & Olson (2014) Repurchase intention is a purchase activity that is carried out by consumers repeatedly, satisfied consumers are the encouragement of a consumer to intend to buy or buy repeated products. From this definition, it can be said that a consumer who intends

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to buy a product again is a consumer who has purchased the product and has felt the benefits of the product purchased before.

Repurchase intention can be said to be an expression of consumer loyalty (Ravula et al., 2022) before consumers make repeated purchases of a product, of course, someone must have bought the product first, if examined from a theoretical perspective someone who has bought their product will judge Based on consumer perceptions and experiences of the products they consume, aspects of consumer behavior are carried out based on three research perspectives. These three perspectives are a decision-making perspective, an experiential perspective, and a behavioral influence perspective. (Mowen & Michael, 2012). The previous study explained that the background to the repurchase intention was the purchase decision (Ginting et al., 2022). Purchase decisions are likely to be formed based on consumer perceptions of the company's offerings and its brand name. (Hanaysha, 2022). This explanation indicates that consumers will buy products because of encouragement from themselves so that consumers accept offers for these products.

Regarding the “bonggolan sidayu”, the typical food of Gresik Regency, in the past, it was confusing and viral on social media, the news about this traditional food is widely known by the public, especially the people of Gresik Regency and its surroundings. This traditional food has been around for a long time and this food is the basic ingredient for making crackers. Now this food has become a home industry for Sidayu residents, especially centralized in Serowo Village, Sidayu District Gresik, the interesting taste makes various Gresik people curious and ultimately look for information on the internet or marketplaces related to this traditional food (Moscato & Sperlì, 2022). This food has become viral in various mass media reporting this product to consumers outside Gresik Regency. Kotler & Armstrong (2012) Viral Marketing is the internet's version of word of mouth, a highly contagious marketing method that consumers or customers are willing or willing to share and share with their friends. Viral marketing can be created because of interesting information that in the end, someone looks for information related to the topic that consumers finally decide to buy. In marketing, this is very interesting, regarding a product that goes viral and then people buy it is something very ambiguous, which means whether the product can survive in the hearts of consumers or not. In essence, viral products can make the product innovative because with this viral marketing a consumer will continue to seek information about the product by underlining the product according to their expectations or not (Barry et al., 2022). Previous studies have shown that social media marketing, product knowledge, and crisis awareness have a direct or indirect positive influence on repurchase intention. (Sun et al., 2022). Previous studies have explained that viral marketing affects purchasing decisions, and using social media to market online products can increase awareness, and engagement with customers (Ristania, & Justianto, 2013) as well as studies that have been studied by Seban et al. (2022). It was found that viral marketing affects repurchase intention. Further studies will try to review the specifics of viral marketing that will affect repurchase intentions and purchase decisions.

After going viral, this traditional homemade food product "bonggolan sidayu" has a variety of interesting flavors and unique designs. which was previously only made from fish as a basic ingredient, is now innovating by making flavor variants made from onions, sea scallops, and chicken, and there are spicy and original variants. of course, product innovations are increasingly attractive to consumers. A previous study by Wang et al. (2022) demonstrated how the color of food packaging can be used as a marketing tool to influence consumer preferences by modulating their perceptions of various food tastes through skillful packaging design and food choices. Product innovation is the result of combining many processes that interact with each other to create a new product or a

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new combination of existing products. In this case, product development opens wider opportunities to attract new customers and retain old customers, therefore innovation is closely related to product upgrades or product improvements. (Kotler & Keller, 2016). Previous studies have investigated the effect of product innovation on purchasing decisions. The findings show that there is a significant influence of product innovation on purchasing decisions. The findings show that the more innovative the product, the more purchasing decision will increase (Almira, & Sutanto, 2018). Likewise, in a previous study by Indaryani & Sutono (2022), it was found that product innovation influences repurchase intention.

Based on the background above, the researcher is very interested in exploring online consumer behavior in terms of repurchase intention which is influenced by viral marketing and product innovation. In this study, purchasing decisions are a mediating variable in MSME products, traditional boggolan food typical of Sidayu, Gresik Regency. Based on the explanation of the background above, the framework of thinking in this study is as follows:

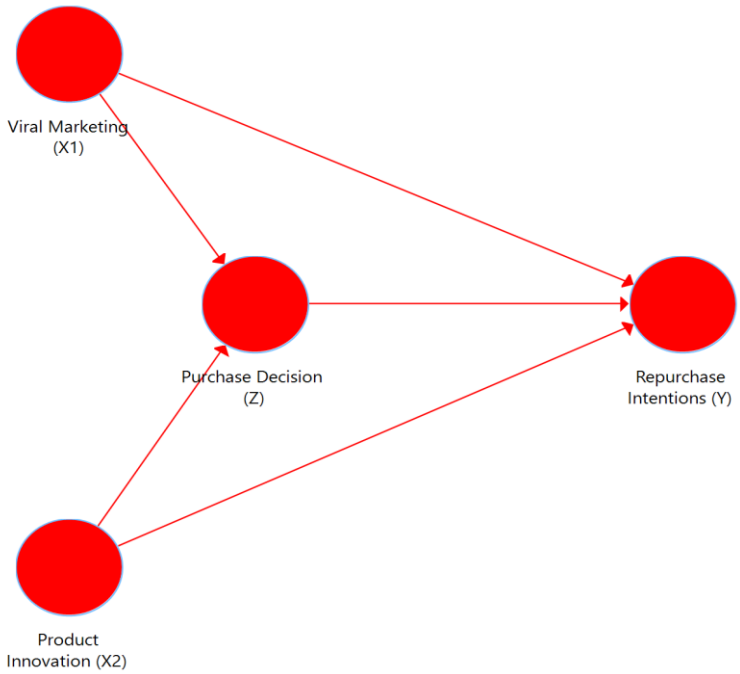

Figure 1. Thinking framework
Source: SmartPLS data processing results (2022)

We propose seven hypotheses, which we describe as follows, based on the conceptual framework and previous background: (1) There is a possibility that viral marketing has a significant impact on repurchase interest; (2) There is a possibility that product innovation has a significant effect on repurchase intention; (3) Purchase decisions can have a significant effect on repurchase interest; (4) It is possible that viral marketing has a significant impact on purchasing decisions; (5) There is a possibility that product innovation has a significant effect on purchasing decisions; (6) It is possible that viral marketing has a significant impact on repurchase intention mediated by purchasing decisions; (7) Product innovation is suspected to have a significant effect on repurchase interest which is mediated by purchasing decisions.

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METHODS

This study was conducted in Gresik City, targeting consumers who have made repeated purchases and reside or are domiciled in Gresik Regency. Sugiyono (2020) Population Population is the number of generalization areas which include objects and subjects that have the qualities that have been determined by the researcher and then a conclusion can be drawn, from this explanation it can be concluded that the population in this study was not detected, so Sugiyono (2020) states that a sample is the number and characteristics determined by a population. So, in determining the sample size in this study, the researchers referred to Hair & Alamer (2022) by establishing the robustness of the model by determining the sample size by adding up the indicators and the number of variables and then multiplying by 5 or 10, so that sample size can be determined. By using this procedure, the total number of indicators in this study is 17 indicators, while the number of variables in this study is 4 variables. researchers use multiplication 10 so, (16 + 4) x 10 = 200 respondents. Based on these calculations, the number of samples in the study amounted to 200 respondents.

Determination of the sample used in this study using the purposive sampling technique. The criteria set are respondents who have purchased traditional food products from bonggolan several times.

RESULTS AND DISCUSSION

Structural Equation Modeling Partial Least Square Scheme

In this study, the analysis technique used the Structural Equation Modeling-Partial Least Square (SEM-PLS) version 3.0, as shown in the model scheme with indicators to be tested in the following figure:

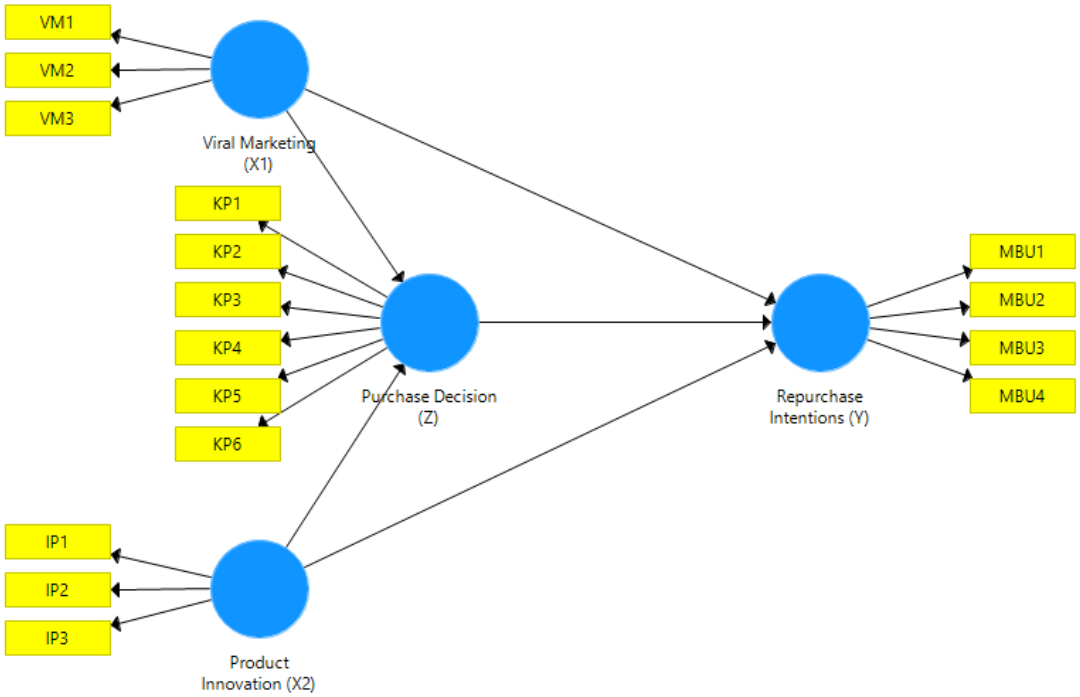

Figure 2. Results of the Conceptual Framework
Source: SmartPLS data processing results (2022)

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Outer Model Evaluation

At the analysis stage of this prerequisite test, the researcher will try to test the model with the Pls algorithm, to know the validity of the item and test the validity of the item and its complementary tests. On the testing side, this study will review the coefficient of the determination model, and construct coefficients for the equation model. The following are the results of the analysis of the algorithm model that was tested.

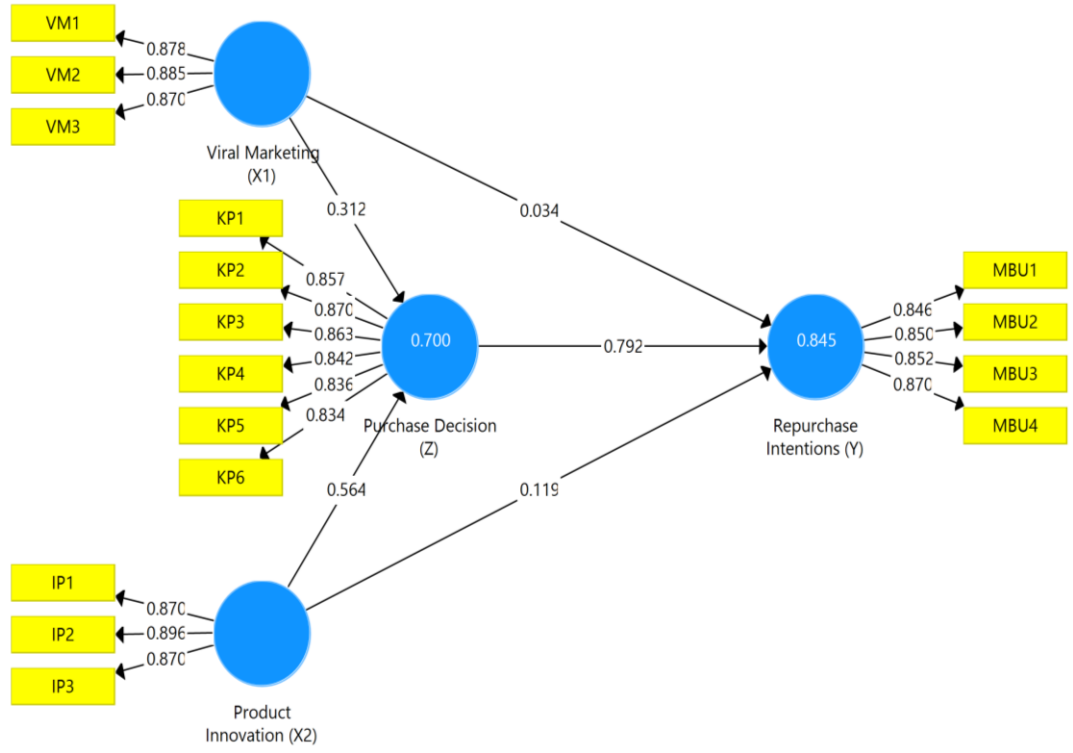

Figure 3. Outer Model
Source: SmartPLS data processing results (2022)

Convergent Validity

Convergent Validity is a measurement model using reflexive indicators that can be observed based on the correlation between the item indicator scores and their construct scores. If the outer loading value is above 0.07, it can be said to be high, but if it is above 0.50 it is still acceptable (Ghozali & Latan, 2015). Below, the outer loading value of each indicator of the research variables can be explained as follows:

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Table 1. Convergent Validity

Item	Viral Marketing (X1)	Product Innovation (X2)	Purchase Decision (Z)	Repurchase Intentions (Y)
VM1	0,878			
VM2	0,885			
VM3	0,870			
IP1		0,870		
IP2		0,896		
IP3		0,870		
KP1			0,857	
KP2			0,870	
KP3			0,863	
KP4			0,842	
KP5			0,836	
KP6			0,834	
MBU1				0,846
MBU2				0,850
MBU3				0,852
MBU4				0,870

Source: SmartPLS data processing results (2022)

Based on table 1, it is known that each indicator has an outer loading value > 0.7. so that all indicators are declared feasible or valid to be used for further testing.

Discriminant Validity

The Discriminant Validity Test of the indicator measurement model can be observed in the cross-loading between the indicator and its construct. If the correlation between constructs and indicators is higher than the correlation between indicators and other constructs, this indicates that latent constructs predict indicators in their block better than indicators in other blocks. below shows the cross-loading value of each indicator.

Table 2. Discriminant Validity

Item	Viral Marketing (X1)	Product Innovation (X2)	Purchase Decision (Z)	Repurchase Intentions (Y)
VM1	0,878	0,726	0,673	0,631
VM2	0,885	0,735	0,670	0,666
VM3	0,870	0,672	0,681	0,650
IP1	0,735	0,870	0,716	0,696
IP2	0,690	0,896	0,740	0,724
IP3	0,712	0,870	0,695	0,670
KP1	0,700	0,738	0,857	0,762
KP2	0,670	0,734	0,870	0,829
KP3	0,658	0,649	0,863	0,792
KP4	0,624	0,666	0,842	0,766
KP5	0,618	0,694	0,836	0,767
KP6	0,650	0,682	0,834	0,753
MBU1	0,641	0,680	0,783	0,846
MBU2	0,597	0,648	0,776	0,850
MBU3	0,664	0,698	0,788	0,852
MBU4	0,625	0,686	0,783	0,870

Source: SmartPLS data processing results (2022)

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Based on table 2 above, it can be seen that each research variable indicator has the largest cross-loading value on the variable it forms compared to the cross-loading value on other variables. Based on the results obtained, it can be said that the indicators used in the following research already have good Cross Loading Discriminant Validity Test values in compiling their respective variables. The data above shows that there are no variable indicators whose cross-loading values are below 0.5 so all indicators are declared feasible or valid for research use and can be used for further analysis.

In addition to observing cross-loading, discriminant validity can also be determined through another method, namely observing the Average Variant Extracted (AVE) value (Fornell & Larcker, 1981 in Ghozali & Latan, 2015). Ghozali & Latan (2015) provides an explanation that another test is carried out to determine the assessment of the validity of the construct by observing the average variant extracted value. The model is declared good if the average variant extracted (AVE) for each construct has a value greater than 0.50.

Table 3. Average Variant Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Viral Marketing (X1)	0,770
Product Innovation (X2)	0,772
Purchase Decision (Z)	0,723
Repurchase Intentions (Y)	0,731

Source: SmartPLS data processing results (2022)

Based on table 3 above, it can be observed that each research variable has an Average Variant Extracted (AVE) value greater than 0.5. Thus, it can be stated that each variable already has a good value of discriminant validity.

Composite Reliability and Cronbach's Alpha

Composite Reliability is the part used to test the reliability value of several indicators on a variable. A variable can be said to meet composite reliability if it has a composite reliability value > 0.6. Below is presented the composite reliability value of each variable used, in addition to Composite Reliability can also be strengthened through the use of the Cronbach Alpha value test. A variable can be said to be reliable if the result of the Cronbach alpha value is > 0.7.

Table 4. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Viral Marketing (X1)	0,910	0,851
Product Innovation (X2)	0,910	0,852
Purchase Decision (Z)	0,940	0,923
Repurchase Intentions (Y)	0,916	0,877

Source: SmartPLS data processing results (2022)

Based on table 4 above, it can be seen that the composite reliability value of all research variables is > 0.7. The construct is declared reliable if the composite reliability value is above 0.70 (Ghozali & Latan, 2015). These results can show that each variable meets composite reliability and, in the end, it can be concluded that all variables have a high level of reliability. while the Cronbach alpha value of each research variable is > 0.7. So, based on this, the following research results show that each research variable meets

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the requirements for Cronbach's alpha value, finally, a conclusion can be made that all variables have a high level of reliability

Evaluation of the Inner Model

The implementation of tests on the inner model or structural model is used to test possible relationships between latent constructs. The inner model consists of a structural model, inner relations, and substantive theory which can describe the relationship between latent variables based on substantive theory. The inner model can be tested by looking at or considering the R-square, Q-square, and path coefficient values to obtain some important information on how much the dependent latent variable can be influenced by the independent latent variable, as well as the results of the significance test to test the significance value of the effect or relationship between variables (Ghozali & Latan, 2015). The results of the Smart Pls analysis can be shown in Figure 4 below.

In the Evaluation of the Inner Model, this test will explain the results of the R-Square Test (R2), Q-Square Test (Q2), and Path Coefficient Test. Direct Effect Test and Indirect Effect Test. The following are each test in the following explanation:

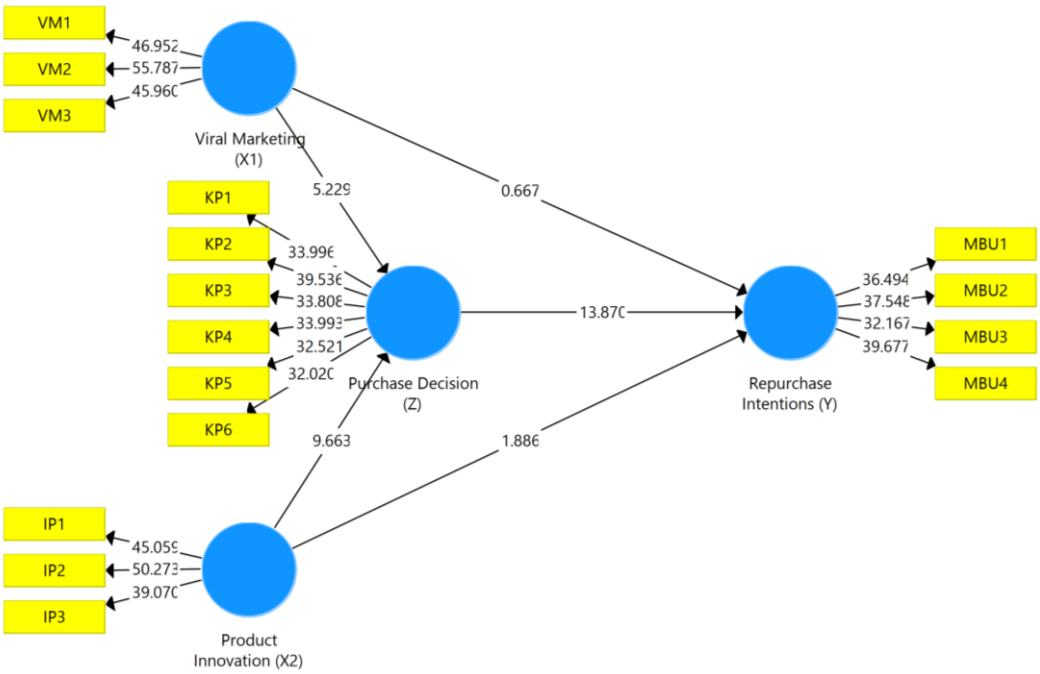

Figure 4. Inner Model Test Results
Source: SmartPLS data processing results (2022)

R-Square Test (R2)

Based on data processing activities that have been carried out through the use of smart PLS 3.0 software. In assessing the structural model, first assessing the R-square or the coefficient of determination can show a variety of exogenous constructs that can show the results of endogenous constructs simultaneously. The R^2 result of 0.67 is a good model, 0.33 is moderate and 0.19 is weak, for endogenous variables in the structural model it indicates that the model is good, moderate, and weak. This is used to assess or see the real effect of certain independent variables on the substantive dependent latent variable (Ghozali & Latan, 2015). The following are the results of the R Square test:

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Table 5. Value R-Square

Variable	R Square
Purchase Decision (Z)	0,700
Repurchase Intentions (Y)	0,845

Source: SmartPLS data processing results (2022)

Based on the presentation of table 5 above, it can be seen that the R-Square value for Viral Marketing and Product Innovation influences the Purchase Decision by 0.700 or 70%. The acquisition of this value explains that the percentage of Viral Marketing and Product Innovation can be explained by a Purchase Decision of 70%, which means that these variables indicate the good category. Then for the R-Square value obtained by the Repurchase Intentions variable of 0.845 or 84.5%. This value explains that Viral Marketing, Product Innovation, and Purchase Decisions can be explained by Repurchase Intentions of 84.5%, meaning that these variables indicate the good category.

The goodness of Fit Test

The goodness of fit assessment is known from the Q-Square value. The Q-Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the better/more fit the model can be with the data. The result of calculating the Q-Square value is an approach that has used the following formula (Ghozali & Latan, 2015):

Q-Square = 1 – [(1 – R21) x (1 – R22)]
= 1 – [(1 – 0.700) x (1 – 0.845)]
= 1 – (0.3 x 0.155)
= 1 – 0.0465
= 0.953

Based on the calculation results above, a Q-Square value of 0.953 is obtained. This shows the magnitude of the diversity of the research data described by the research model is 95.3%. While the remaining 4.7% is explained by other factors that are outside this research model. Thus, from these results, the research model can be declared perfect and already has a very good goodness of fit.

Direct Effect

How big is the relationship or influence of latent constructs generated by using the bootstrapping procedure pattern? In testing the hypothesis, it can be seen from the value of the t-statistic and the probability value. For hypothesis testing, namely by using statistical values, for alpha 5% the t-statistic value used is 1.96. So, the criteria for accepting/rejecting the hypothesis are that Ha is accepted, and H0 is rejected if the t-statistic is > 1.96. To reject/accept the hypothesis using probability, Ha is accepted if the p-value < 0.05.

The following are the results of testing data through direct effects based on the hypothesis being tested:

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Table 6. T-Statistics and P-Values, direct effect

Model	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Viral Marketing (X1) -> Repurchase Intentions (Y)	0,034	0,038	0,051	0,667	0,505
Product Innovation (X2) -> Repurchase Intentions (Y)	0,119	0,113	0,063	1,886	0,060
Purchase Decision (Z) -> Repurchase Intentions (Y)	0,792	0,794	0,057	13,870	0,000
Viral Marketing (X1) -> Purchase Decision (Z)	0,312	0,310	0,060	5,229	0,000
Product Innovation (X2) -> Purchase Decision (Z)	0,564	0,564	0,058	9,663	0,000

Source: SmartPLS data processing results (2022)

The hypothesis of the Effect of T-Statistics and P-Values Results Based on the data presented in table 6 above, it can be seen that the hypothesis proposed in this study can be formulated. The following are the details of the influence between variables:

The Effect of Viral Marketing (X1) on Repurchase Intentions (Y): H1

Based on the results of the statistical calculation of Viral Marketing (X1) on Repurchase Intentions (Y), the T statistics value is 0.667 with an -value of 0.505 with a coefficient value indicating a positive direction of 0.034. Because the T statistics value of 0.667 is still below 1.96 and the -value is greater than (0.505 > 0.05), then H0 is accepted and H1 is rejected. Thus, the findings in this study indicate a positive but insignificant effect on the Viral Marketing variable. (X1) to Repurchase Intentions (Y). So based on these findings it also rejects previous research which stated that viral marketing has a significant effect on repurchase intentions (Seban et al., 2022); (Sun et al., 2022)

The Effect of Product Innovation (X2) on Repurchase Intentions (Y): H2

Based on table 6 above, it can be seen that for testing the Product Innovation (X2) variable on Repurchase Intentions (Y), the T statistics value is 1.886 with an -value of 0.060 with a coefficient value of 0.119 indicating a positive direction. Based on T statistics of 1.886 below 1.96 and the value of -value greater than (0.060 > 0.05), statistically, H0 is accepted H2 is rejected, so based on these findings there is a positive but not significant effect on the Product Innovation variable (X2) to Repurchase Intentions (Y). this finding rejects previous research which explains that product innovation affects repurchase intention (Wang et al., 2022); (Indaryani & Sutono ,2022)

The Effect of Purchase Decision (Z) on Repurchase Intentions (Y): H3

Based on the statistical test of Purchase Decision (Z) on Repurchase Intentions (Y) obtained T statistics of 13.870 with an -value of 0.000 with a coefficient value of 0.792 indicating a positive direction. Based on the T statistics value of 13.870 above 1.96 and the value of -value smaller than (0.000 < 0.05), it can be concluded that H0 is rejected, H3 can be accepted, thus there is a positive and significant influence on the Purchase Decision (Z) variable on Repurchase Intentions (Y). These results agree with research by Ali (2019) which states that purchasing decisions affect repurchase intention.

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The Effect of Viral Marketing (X1) on Purchase Decision (Z): H4

Based on table 6 above, it can be seen that for testing the Viral Marketing (X1) variable on Purchase Decision (Z), the T statistics value is 5.229 with an -value of 0.000 with a coefficient value of 0.312 indicating a positive direction. Because the T statistics value of 5.229 is still above 1.96 and the -value is smaller than (0.000 < 0.05), then H0 is rejected, and H4 is accepted, thus there is a positive and significant effect of Viral Marketing (X1) on Purchase Decision (Z). This finding agrees with a previous study by Wiludjeng & Nurlela (2013) which stated that viral marketing affects purchasing decisions.

The Effect of Product Innovation (X2) on Purchase Decision (Z): H5

Based on table 6 above, it can be seen that for testing the Product Variant (X2) variable on Purchase Decision (Z), the T statistics value is 9.663 with an -value of 0.000 with a coefficient value of 0.564 indicating a positive direction. Based on the T statistics value of 9.663 above 1.96 and the -value smaller than (0.000 < 0.05), then H0 is rejected. H5 can be accepted, thus there is a positive and significant effect of Product Innovation (X2) on Purchase Decision (Z). the results of these findings agree with the previous study by Sujarwo & Matruty (2021) in his research found that product Innovation influences purchase decision

Indirect Effect

An alternative approach to test the significance of mediation is by using bootstrapping techniques (Ghozali & Latan, 2015). In testing the hypothesis, it can be seen from the t-statistics value and probability value. For hypothesis testing, namely by using statistical values, for alpha 5% the t-statistic value used is 1.96. So, the criteria for acceptance/rejection of the hypothesis are that Ha is accepted and H0 is rejected when the t-statistic > 1.96. To reject/accept the hypothesis using probability then Ha is accepted if the p-value <0.05.

Indirect influence testing is done by looking at the results of the path traversed test, if all the paths traversed are significant then the indirect effect is also significant, and if there is a non-significant path then the indirect effect is said to be non-significant. The indirect influence path coefficient is presented in the following table:

Table 7. T-Statistics and P-Values, Indirect Effect

Model	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Viral Marketing (X1) -> Purchase Decision (Z) -> Repurchase Intentions (Y)	0,247	0,245	0,047	5,303	**0,000**
Product Innovation (X2) -> Purchase Decision (Z) -> Repurchase Intentions (Y)	0,446	0,448	0,060	7,488	**0,000**

Source: SmartPLS data processing results (2022)

The hypothesis of the Effect of T-Statistics and P-Values Results Based on the data presented in table 7 above, it can be seen that the hypothesis proposed in this study can be formulated. The following are the details of the influence between variables:

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The Effect of Viral Marketing (X1) on Repurchase Intentions (Y) mediated by Purchase Decision (Z): H6

Based on the results of the statistical calculation of the price (X1) of the Repurchase Intentions (Y), the T statistics value is 5.303 with an -value of 0.000 with a coefficient value indicating a positive direction of 0.247. Because the T statistics value of 5.303 is still below 1.96 and the -value is greater than (0.000 > 0.05), then H0 is rejected and H5 is accepted. Thus, based on the findings in this study, there is a positive and significant influence on Viral Marketing (X1) on Repurchase Intentions (Y) mediated by Purchase Decision (Z), these findings indicate that the position of mediating purchase decisions in this study is perfect mediation, which means that repurchase interest directly does not affect repurchase interest. However, the mediation of purchasing decisions makes viral marketing an indirect effect on repurchase interest.

The Effect of Product Innovation (X2) on Repurchase Intentions (Y) mediated by Purchase Decision (Z): H7

Based on table 7 above, it can be seen that for testing the Product Variant (X2) variable against Repurchase Intentions (Y), the T statistics value is 7.488 with an -value of 0.000 with a coefficient value of 0.446 indicating a positive direction. Based on T statistics of 7.488 above 1.96 and the value of -value is smaller than (0.000 < 0.05), then H0 is rejected. H7 can be accepted, thus the results of this study find the fact that there is a positive and significant influence on the Product Variant (X2) on Repurchase Intentions (Y) Mediated Purchase Decision (Z) from these findings indicate that the purchase decision is a mediating variable that is categorized as perfect mediation where this variable can be a mediator of the influence between product innovation on repurchase interest, which previously was a product innovation variable on buying interest. repurchase intention has no direct effect on repurchase intention.

CONCLUSION

Based on the empirical findings in this study, shows that viral marketing and product innovation do not have a direct effect on repurchase intention. However, these findings indicate that there is an indirect effect of viral marketing and product innovation on repurchase intention if it is mediated by a purchase decision. This is at the same time an urgency for traditional MSME products typical of "Bonggolan" Sidayu not to be complacent because their products are viral and well-known because viral products will have their time and over time these products will experience a downward trend. Interesting findings are found in product innovation where the results of the analysis show that product innovation has a greater influence than viral marketing, meaning that this research provides a very important picture so that this product (Bonggolan) continues to innovate to create variants of its products so that it is not boring for consumers. This finding is also expected to be an encouragement for traditional MSME Sidayu (Bonggolan) food producers to continue to innovate in developing products by creating attractive flavors. "Viral Products don't necessarily last long in the hearts of consumers. consumers will pay more attention to product innovation and benefits rather than buying repeatedly because the product is viral."

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