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# THE INFLUENCE OF VIRAL MARKETING TOWARD TRUSTWORTHINESS AND BUYING INTEREST STUDENTS AT MATARAM UNIVERSITY

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## ABSTRACT

This study aimed to find out about the influence of viral marketing and trustworthiness toward buying interest, the influence of viral marketing to trustworthiness, and the influence of viral marketing toward buying interest that was mediated by trustworthiness. This study was associative study using primary and secondary data. Data collection tools and techniques with the questionnaire, survey, and interviews. The population within this study were students from Mataram University who use social media. Samples were obtained using accidental sampling. Data analysis used path analysis. The results of this study showed that viral marketing and trustworthiness influencing both positively and significant toward buying interest, there was the influence of viral marketing both positively and significant toward trustworthiness, and there was the influence of viral marketing both positively and significant toward buying interest with trustworthiness as the mediation variables.

## INTRODUCTION

According to Dobele et al, (2005) successful viral marketing can be determined from interesting or not the messages, targeted consumer selection who can be trustworthy, and technology utilization. While according to Bruyn and Lilien (2008), viral marketing depends on strong bond between consumers facilitated awareness, the perception similarity, and demography or demography bond similarity, and emotion (Huynh et al, 2016) and media social application (Kaplan & Haenlein, 2011). In accordance with Kurucz, 2008 viral marketing still becomes a concept relatively new. The study by Kuriz, 2008; Xavier and Summer 2009; Sormune, (2009) viral marketing relates to consumer acceptance, still in a growth period, and still needed to be concerned from academic researchers. Study (Palka and Pousttchi 2008; Palka et al; and Wiedman, 2009) the advantage of viral marketing points to marketer perspective, yet only a little is known regarding viral marketing involvement related to motivation, attitude, and consumer behavior. Within this study, viral marketing related to the trustworthiness and consumer buying interest.

Trustworthiness have the importance role within attitude toward viral marketing, which trustworthiness is the factor to accept technology based on internet and to involve from online transaction (Hoffman et al (1999); Gefen (2000); Salo & Karjalouto (2007) in Aghdaie et al (2012), within the same study, according to Hasic & Sobtsenko (2009) found out about trustworthiness is the important factor within explaining the viral marketing. While the study by Emami, Hoe, Islam, dan Yazdanifard (2011) in Aghdaie et al (2012) trustworthiness is determined by seller characteristic, website characteristic, and technology support. While according to Meyer et al (1995) factors forming consumer trustworthiness consists of ability, benevolence, and integrity. Based on Soekanto (2002) in Yusuf (2011), trustworthiness becomes one of the key factors that can be influencing consumer candidate to intend a buy. Increasingly consumer trustworthiness, so that will increase buying intention by online that, will be done by a consumer (Sujana & Suprapti, 2016). While the result from the study by Kelton et al (2008) showed that online trustworthiness forming factors not limited to issues like security, technical reliability, or e-commerce but encompassing trustworthiness problem within the information obtaining from the internet.

Buying intention can tend planned and not planned (Engel et al, 1995). The intention to buy maybe formed when consumers doing an evaluation in which consumers form preference to brands within choices (Kotler, 2002). According to Indranopa, 2015 and Rahadi, 2013 showed that layout variable is one of the factors that influence buying interest. While by Dwityanti, (2008), advertisement attraction and the value of advertisement customer in which comparative (Wibowo, 2010), trustworthiness (Arista & Astuti, 2011 dan Aribowo & Nugroho, 2013), website quality (Sujana & Suprapti, 2016), risk perception, and simplicity perception (Ariwibowi & Nugroho, 2013 and Putra et al, 2016), e-WOM or viral marketing (Putri et al, and 2016 Samuel & Lianto, 2014).

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The facts showing among teenagers is the biggest internet user in Indonesia and social media is one of content that the most accessed among teenagers like studentsuniversity. This is the market opportunity that is very potential and strategical, yet not is used optimally by the online business performer. The result from the initial observing by researcher found out the fact that nine from ten students university at Mataram University admitted finding out the product information which was being viral from information at social media, while eight from ten students university admitted intending and would buy online but still having consideration. This matter shows that viral marketing strategic influence enough to attract and influencing among studentsuniversity through social media. However, not yet known for certain how viral marketing within influences trustworthiness and consumer buying interest especially among students at Mataram University. So that, this present study aims to find out the influence of viral marketing and trustworthiness toward the buying interest from the students at Mataram University and also to find out the influence of viral marketing toward buying interest through students trustworthiness at Mataram University.

## LITERATURE REVIEW AND DEVELOPING THE HYPOTHESES
### Literature Review
### Viral Marketing
According to Wilson (2012), viral marketing describes a strategy encouraging an individual to deliver the marketing messages to other people, creating a potential to develop increasingly to deliver the messages openly. Like a virus, these strategies take the profits from (apakah ini maksudnya keuntungan yang diperoleh dari pesan yang di share ribuan hingga jutaan kali ke pengguna internet). According to Lordan (2008), viral marketing is a marketing technique aimed to increase brand awareness through the existing social media. Viral marketing works like virus process replication, that may be proven (within way many metamorphoses) similar to virus disease transmission. Whereas according to Kotler (2009) viral marketing is another form mouth to mouth news or news from one mouse click to another mouse click (word of mouse) encouraging consumer telling about the products and services that are developed by the company or audio information, videos, and written to the other people online.

### Trustworthiness
Trustworthiness as a desire to rely on other parties and to take action in the situation where this action makes the people susceptible to other people (Mayer et al, 1995 dan Moorman et al, 1992; in Yusuf, 2011). The definition of trustworthiness is addressed in this reflecting two different components, i.e: (1) credibility regarding to the level that the small trader believing the seller has the expertise to make the job effectively and can be trusted and (2) benevolence based on the level that the small traders believing have desire and motive in which beneficial for small traders when the new condition coming up, the condition to a new commitment that is not made. Trustworthiness based on colleague expertise and attitude can be trusted, focusing on object credibility from colleague exchange: a hope that is conducted by an individual that words or written statement from the reliable colleague (Lindskold, 1978; in Yusuf, 2011). According to Peštek et al (2011), online trustworthiness is when a consumer has belief in reliability and seller integrity to perform online transaction successfully. Regarding belief interpretation in virtual communication, Zhang et al (2012) mentioning belief as openness toward a discussion and a desire to share the data.

Trustworthiness dimension in e-commerce, according to SC Chen dan Dhillon (2003) such as competence, ability, and integrity. However Ridings et al (2002), to learn about belief in virtual communication, applied two dimensions as well as ability and virtue/integrity. Two researchers believe that there is the strong relationship between virtue and integrity that the researchers combine those two things as one dimension and showing that belief has a downstream effect to the member's intention to give the information and obtaining information through virtual communication.

### Buying Interest
According to Kinnear dan Taylor (1995) in Prayoga (2017) buying interest is part of consumer component within consuming attitude, respondent's tendency to act before buying decision really to be done. However, according to Schiffman and Kanuk (2008) buying interest is a consumer behavior having a desire to buy a product or taking an action related to buying a particular product.

According to Ferdinand (2002) in Putri et al (2016), buying interest can be identified through indicators such as:

- Transactional interest is a someone tendency to buy a product.
- Referential interest is a someone tendency to refer to other people.
- Preferential interest is a tendency describing someone behavior having the main preference for that product. This preference only can be changed if something happens with preference products.
- Explorative interest, this interest describes someone behavior that always searches information regarding products in demand and searches information to support positive characteristics from those products.

**The Hypotheses Development**
In this study, there is the relationship between variables and the hypotheses development, as though that is described, such as:

**The Influence of Viral Marketing toward Buying Interest**
There is some research that was done regarding the influence of viral marketing toward consumer buying interest: The results of the study by Cahyono et al (2016), where survey was done to Instagram followers at @saboten_shokudo, there are the five factors forming e-WOM, there are the five platform helping indicators, expressing positive feeling, economy incentive, helping the company, and a concern to others influencing that there are buying interest. The results of the study by Semuel & Lianto (2014) found out about e-WOM influencing positively toward consumer buying interest to smartphone products at Surabaya. The study results by Abedniya and Mahmouei (2010) shows that viral marketing has the influence of online consumer buying interest. The study results by Alsamydai (2016), where the study results show four dimensions virus advertisement trustworthiness effects have the influence toward attitude and customer behavior intention. Therefore, those are formulated the hypothesis, such as:

**The influence of Trustworthiness toward Buying Interest**
There is some research that was done regarding the influence of trustworthiness toward the consumer buying interest: The study by Putra et al (2006), showed the results about trustworthiness influencing both positive and significant toward buying intention by online. Moreover, obtained from the study by Aribowo and Nugroho (2003), and Putri et al (2016) showed that the result that consumer trustworthiness influencing both positively and significant toward buying intention by online because the consumers convince that the company is able to perform their online activities and can deliver the products that were bought by the consumers.

Increasingly the level of trustworthiness so that also increasingly buying intention. The study result by Sujana et al (2016) at Denpasar city showed that the consumer's trustworthiness influencing positive to buying intention by online. Additionally, the consumer trustworthiness significantly mediating the relationship between sites quality toward buying intention. This matter showing the importance of trustworthiness to a site quality will impact toward consumer buying intention

The study result by Arista and Astuti to consumer at PT Telkom Semarang showed that brand trustworthiness variable influencing significant toward buying intention because the consumers using the same brand in a long time period and many consumer using those brand, also these brands always maintain its quality. Therefore, those were formulated the hypothesis, such as:

- H2: Trustworthiness have the influence both positive and significant toward buying interest

**The Influence of Viral Marketing toward Trustworthiness**
There is some research that was done regarding the influence of viral marketing toward trustworthiness. The study result by Andini et al (2014) at administration students at Brawijaya University showed that viral marketing has the influence toward consumer trustworthiness. The customer's trustworthiness that is resulted from the satisfied with a product that was bought so that the customers spread the information to their friend, neighborhood, or family that will increase the new customer trustworthiness. The study result by Samuel and Lianto (2014) found out about e-WOM influencing positive toward the customer trustworthiness to smartphone products at Surabaya. The study result by Walter et al (2007) showed that model for the recommendation system based on trustworthiness combining networking-connection concept and social trustworthiness: agents using their

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trustworthiness networking to filter information that they must process and their social-networking to achieve the knowledge that so far from theirs. In another word, recommendations accepted from the agents will be compared so that obtaining the information can be trusted within social networking connection.

- H3: viral marketing has the positive influence toward trustworthiness

## METHODS

The kind of this study was associative. Population in this study were the students at Mataram University using social media platform. Samples collecting within this study using nonprobality techniques with incidental design, samples from 100 respondents. Data collection tools used the questionnaire with Likert point scale 1-5 (strongly agree to strongly disagree). Furthermore, the data from the questionnaire results were tested with validity test and reliability test. Validity test used correlation technique Product Moment Pearson, and reliability test used reliability coefficient alpha Cronbach. Data analysis used path analysis or path diagram with helping from SPSS program with variables X1= viral marketing, X2= trustworthiness, and Y= buying interest.

There was the description of characteristic from 100 respondents based on gender, age, the total of the social media platforms and tools to access social media platforms. Further, the description could be seen in table 1.

*Table 1: Characteristic Respondents based on Gender, Age, The Total of social media platforms and tools to access social media platforms*

| Respondents Characteristic | | Frequency (People) | Percent (%) |
|---|---|---|---|
| Gender | Women | 71 | 71 |
| | Men | 29 | 29 |
| | Total | 100 | 100 |
| Age | ≤ 20 | 69 | 69 |
| | 21 – 25 | 29 | 29 |
| | 26 – 28 | 2 | 2 |
| | Total | 100 | 100 |
| Total of social media platforms | 1 social media platform | 24 | 24 |
| | 2 social media platforms | 29 | 29 |
| | 3 social media platforms | 32 | 32 |
| | ≥ 4 social media platform | 15 | 15 |
| | Total | 100 | 100 |
| Tools to access social media platforms | 1 tool | 42 | 42 |
| | 2 tools | 45 | 45 |
| | 3 tools | 11 | 11 |
| | ≥ 4 tools | 2 | 2 |
| | Total | 100 | 100 |

*Resource: Primary data be processed*

Based on table 1, indicating that respondents based on gender that women more dominating using social media platforms than men, with age-range majority ≤ 20 years old while the total of having social media platforms which each respondent having three social media with majority accessed with two tools as though gadget or smartphone and notebook. Related with the reality showed that massive of nircable technology utilization especially using internet among teenagers in this period or used be called millennial generation has developed in particular social media to socialization through friends-networking (such as Facebook, Instagram, twitter, myspace, WhatsApp, etc) also accessing all of information keeping you up to date whenever and wherever providing internet access.

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## RESULTS AND DISCUSSION
### Results
In this study, the hypotheses test used path analysis

### The Influence of Viral Marketing and Trustworthiness toward Buying Interest

*Table 2: The Results of Regression Sub- Structur 1-2*
*Coefficients$^a$*

| Design | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.673 | .286 | | 5.853 | .000 |
| | Viral Marketing | .310 | .084 | .353 | 3.706 | .000 |
| | Trustworthiness | .286 | .079 | .346 | 3.636 | .000 |

a. Dependent Variable: Y (Buying Interest)

### Sub-structur 1-2 equations
$Y = 0.353X_1$
$Y = 0.346X_2$

Furthermore, to find out path analysis significance comparing between probability value 0,05 with probability value Sig with basic decision making, such as:
- If the probability value less than 0,05 or equal with Sig probability value or  $(0,05 \leq Sig)$, so accepted Ho and refused Ha, means not significant.
- If the probability value more than 0,05 or equal with Sig probability value or  $(0,05 \geq Sig)$, so refused Ho and accepted Ha, means significant.

### Decisions:
Coefficient value showed number 0.353 (table 2) and the positive sign that means viral marketing had positive influence toward buying interest and Sig value showed number 0.000 less than 0.05 so that viral marketing influencing significantly toward buying interest, so that refused Ho and accepted Ha which means viral marketing had both positive influence and significant toward buying interest.

Seeing on table 2 coefficient value showed number 0.0346 and the positive sign that means trustworthiness had positive influence toward buying interest and Sig value showed number 0.000 less than 0.05 so that trustworthiness influencing significantly toward buying interest, so that refused Ho and accepted Ha which means trustworthiness had the positive influence and significant toward buying interest.

### The Influence of Viral Marketing toward Trustworthiness
### Sub-structure 3 equations :
$X_{2 =} 0.537X_1$

Furthermore, to find out path analysis significance comparing between probability value 0.05 with probability value Sig as basic decision making, such as:
- If the probability value less than 0,05 or equal with Sig probability value or  $(0,05 \leq Sig)$, so accepted Ho and refused Ha, means not significant
- If the probability value more than 0,05 or equal with Sig probability value or  $(0,05 \geq Sig)$, so refused Ho and accepted Ha, means significant

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*Table 3: The results of Regresi Sub-Structure 3*

*Coefficients*[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.450 | .336 | | 4.317 | .000 |
| | Viral Marketing | .571 | .091 | .537 | 6.301 | .000 |

a. Dependent Variable: X2 (Trustworthiness)

**Decisions:**
Table 3 showed coefficient value in the amount 0.537 dan positive sign that means viral marketing had the positive influence toward trustworthiness and probability value showed number 0.000 less than 0.05 so that viral marketing influencing significantly toward trustworthiness, so that refused Ho and accepted Ha which means viral marketing had the positive influence and significant toward trustworthiness.

**The Influence of Viral Marketing toward Buying Interest through Trustworthiness**
**Sub-Structure 4 Equations :**
$Y = 0.537X_1 \times 0.346X_2$
Furthermore, to find out path analysis significance comparing probability value 0.05 with Sig probability value with basic decision making, such as:
- If the probability value less than 0,05 or equal with Sig probability value or $(0,05 \leq \text{Sig})$, so accepted Ho and refused Ha, means not significant.
- If the probability value more than 0,05 or equal with Sig probability value or $(0,05 \geq \text{Sig})$, so refused Ho and accepted Ha, means significant.

**Decisions:**
Seeing on the table 3 coefficient value viral marketing toward trustworthiness in the amount 0.537 and on the table 2 trustworthiness coefficient value toward buying interest in the amount 0.346. Indirect influence from viral marketing toward buying interest through trustworthiness in the amount 0.537 x 0.346 = 0.186 and had positive sign that means viral marketing had the positive influence toward buying interest through trustworthiness. While, on table 3, regression result viral marketing toward buying interest showed sig value 0.000 which means less than from significance value 0.05 then on the table 2 regression result trustworthiness toward buying interest showing sig value significant toward buying interest through trustworthiness so accepted Ho and refused Ha.
Based on the calculation results at sub-structure 1-2, sub-structure 3, and sub-structure 4, so the structure equations and new path analysis figures such as ;Y = 0.353X1, Y = 0.346X2,  X2 = 0.537X dan Y = 0.537X1 x 0.346X2.

**The Influences Calculation**
**Direct Influence**
To calculate the direct influence used the formulations, such as:
- The influence of viral marketing toward buying interest (X1 → Y = 0.353)
- The influence of trustworthiness toward buying interest (X2 → Y = 0.346)
- The influence of viral marketing toward trustworthiness (X1 → X2 = 0.537)

**Indirect Influence**
To calculate the indirect influence used the formulations, such as: The influence of viral marketing toward buying interest through trustworthiness (0.537) x( 0.346) = 0.186

**Total Influence**
To calculate the direct influence used the formulations, such as:
- The total influence of viral marketing toward buying interest in the amount 0.353

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- The influence of trustworthiness toward buying interest in the amount 0.346
- The influence of viral marketing toward trustworthiness in the amount 0.537
- The influence of viral marketing toward buying interest through trustworthiness in the amount 0.353 + (0.537 x 0.346) = 0.353 + 0.186 = 0.539

**The Amount of Total Determination Coefficient (Contribution)**
Total of data variety can be explained by study model measured with:

$$Q^2 = 1 – (1\text{-}R_1^2)(1\text{-}R_2^2)$$
$$Q^2 = 1 – (1\text{-}0.375)(1\text{-}0.288)$$
$$Q = \sqrt{0.846}$$
$$Q = 0.9197$$
$$Q = 0,92$$

Based on the calculations above, obtained the determination coefficient result in the amount 0.92 means the data variety can be explained by this study model in the amount 92% or in another term information within data in the amount 92% can be explained in this study model. Whereas the remains 8% can be explained by the other variables that were not within this study.

## DISCUSSION

*Table 4: The Recapitulations of Hypotheses Result*

| Hypotheses | Standardized coefficient (Beta) | Probabilitas Sig | Melalui X2 | Hasil |
|---|---|---|---|---|
| H1: The influence of *viral marketing* toward buying interest | 0.353 | 0.00 | | Accepted |
| H2: The influence of trustworthiness toward buying interest | 0.346 | 0.00 | | Accepted |
| H3: The influence of *viral marketing* toward trustworthiness | 0.537 | 0.00 | | Accepted |
| H4: The influence of *viral marketing* toward buying interest through trustworthiness | | | 0.186 | Accepted |

**The Influence of Viral Marketing (X1) toward Buying Interest (Y)**
The influence of viral marketing (X1) toward buying interest (Y) has the path coefficient value in the amount 0.353 and positive sign. That means if the change of the value at viral marketing in the amount one-the number one so buying interest will change in the amount 0.535. Significant value from the influence of viral marketing toward buying interest shows number 0.000 which means smaller than probability value that is standardized in the amount 0.05. This means shows that viral marketing influences significantly. In another term, viral marketing influencing both positive and significant toward buying interest. If viral marketing rises with amount one-the number one so that buying interest will rise in the amount 0.353.

Based on empirical data in this study that in the amount 71% of respondents are women and 29% are men. This matter shows women respondent more active using social media so that more knowledge about the products are bought by online and frequently buying those products if comparing with men respondent. Additionally, empirical data show 74% students as respondent having more than two social media platforms. So respondents can get information from anywhere, seeing the recommendation from other consumers and can compare the information that are obtained. This study appropriates with the study by Cahyono et al (2016), Semuel & Lianto (2014) and Abedniya & Mahmouei (2010) showing that viral marketing has the influence of consumer buying interest.

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**The Influence of Trustworthiness (X2) toward Buying Interest (Y)**
The influence of trustworthiness (X2) toward buying interest has path coefficient value in the amount 0.346 and positive sign. This matter occurred the change of the value to trustworthiness in the amount one-the number one so that buying interest will change in the amount 0.346. Significance value from the influence of trustworthiness toward buying interest shows number 0.000 that means smaller than probability value which is standardized in the amount 0.05. Showing that trustworthiness toward buying interest influences significantly. So that hypotheses 2 stating "trustworthiness influences positive and significance toward buying interest the student university at Mataram University" accepted

This study proves that the existence of good trustworthiness, so that will increase student buying interest toward the products, bargained or be commercial through social media. This matter because within social media, the buyer or students cannot meet with the seller directly, the buyer only see the products bargained, but they can see comments or opinions or recommendations that are gove by the other consumers and can be exchanged the information so this matter can increase consumer buying interest. Additionally, students have high trustworthiness toward selling when doing online transaction successfully and the goods that are accepted appropriate with the information which are gove so this matter will increase student buying interest

According to the empirical data in this study that respondents in the amount of 69% to the age less than or equal with 20 years old. This matter shows that the respondents with a young age have a very curious feeling about something new with internet utilization especially social media to find out the information or young age respondents always update the information until they can follow the current development. This study alongside with the study by Prayoga (2017), Aribowo & Nugroho (2013), and Putri et al (2016) shows the results that consumer trustworthiness influence positively and significant toward buying interest by online. According to Sujana and Suprati (2016) increasingly the level of consumer trustworthiness so that will increase the buying interest by online which will be done by that consumers. While the study by Hong and Cho (2011) has not the similar results, such as trustworthiness not influence toward consumers buying interest by online at the Business to Consumer case at South Korea.

**The Influence of Viral Marketing (X1) toward Trustworthiness (X2)**
The influence between viral marketing (X1) toward trustworthiness (X2) has path coefficient value with amount 0.537 dan positive sign. This matter occurred if the changing value to viral marketing with amount one-the number one so trustworthiness will change in the amount 0.537. Significance value from the influence of viral marketing toward trustworthiness shows number 0.000 which means smaller than probability value which is standardized in the amount 0.05. This mean that viral marketing influences toward trustworthiness significantly. In another word, viral marketing influences both positive and significant toward trustworthiness.

Viral marketing that is done through social media helps the consumers obtaining the information easyly and fastly and also many recommendations accepted so causing the consumers have knowledge more comprehensive about a product and a service. As of the consumer will be better within decisions making, more efficient, and more accurate within managing the information and able recalling the information better. Viral marketing (advertisement) accepted from other people who being familiar by a consumer will give or increase the customer trustworthiness toward a product. Moreover, withing delivering an advertisement added the positive comments so that will be increasing the customer trustworthiness.

The study by Walter et al (2007) showed the model for recommendation system that basis for trustworthiness which combine consept networking-connection and social-trustworthiness where the consumers combine their trustworthiness connection to filter the information that they must process from their social connection to reach the knowledge which so far from theirs. In another word, recommendations that accepted from another consumer that will be compared so that that able obtaining the information which trusted within social network connection. Based on empirical data that 74% students as respondent have more than two social media platforms. This matter show that students getting the information from anywhere, seeing the recommendation and able comparing or changing the information with their community. Furthermore, empirical data also show with amount 58% respondents in accessing internet to open the social media using more than one device or tool. This means that in

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daily life the respondents have never turn way from their social media.  If one device can not access the internet so that the respondents can use another device. That means the students or the respondents already use the social media as communication tool in their daily life, so the students always up to date with the information which is existed and be able to analyze the information that are accepted.

This study along side with the study by Andini, et al (2014), Samuel & Lianto (2014) and Abedniya & Mahmouei (2010) shows that viral marketing or e-WOM is done influencing both positive and significant toward the consumer trustworthiness.

**The Influence of Viral Marketing (X1) toward Buying Interest (Y) through Trustworthiness (X2)**
The influence of viral marketing (X1) toward trustworthiness (X2) has path coefficient value with amount 0.537 dan positive sign. This matter occurred if the changing value of viral marketing with amount one-the number one so trustworthiness will change in the amount 0.537. Significance value from the influence of viral marketing toward trustworthiness shows number 0.000 which means smaller than probability value which is standardized in the amount 0.05. This means that viral marketing influences toward trustworthiness significantly. In another word, viral marketing influences both positive and significant toward trustworthiness.

Viral marketing that is done through social media helps the consumers obtaining the information easily and fastly and also many recommendations accepted so causing the consumers have knowledge more comprehensive about a product and a service. As for the consumer will be better within decisions making, more efficient, and more accurate in managing the information and able recalling the information better. Viral marketing (advertisement) accepted from other people who were familiar with a consumer will give or increase the customer trustworthiness toward a product. Moreover, withing delivering an advertisement added the positive comments so that will be increasing the customer trustworthiness.

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This study alongside with the study by Andini, et al (2014), Samuel & Lianto (2014) and Abedniya & Mahmouei (2010) shows that viral marketing or e-WOM is done influencing both positive and significant toward the consumer trustworthiness.

The Influence of Viral Marketing (X1) toward Buying Interest (Y) through Trustworthiness (X2)
This study shows that viral marketing has positive influence toward buying interest through trustworthiness. Meaning increasing the level of trustworthiness toward viral marketing so that increasing the buying interest. This matter gives the guidelines to entrepreneurs or business performer within keeping their business, they must build and keep the consumer trustworthiness where marketing is done must give the trust feeling in student's mind and their self previously. So that the advertisements spreading through social media can be continued and become viral marketing by a student with voluntary or insensitively.

Without trustworthiness from advertisement, consumer or promotion by marketers cannot become viral. Trustworthiness plays the important role with attitude toward viral marketing (Aghdaie et al, 2012), where the

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trustworthiness is the factor to accept the technology based on internet and involving in online transactions. (Hoffman et al (1999); Gefen (2000); Salo & Karjalouto (2007) in Aghdaie et al (2012), while according to Hasic & Sobtsenko (2009) in Aghdaie et al (2012) giving an opinion that trustworthiness is the key factor within explaining WOM strength.

According to Ulmanen (2011), two trustworthiness dimensions, such as hospitality from other users, completeness and information accuracy become the importance intermediary within e-WOM. While according to Pestek et al (2015) in Aghdaie (2012), trustworthiness is when a consumer has a belief in credibility and a seller integrity withing doing the online transaction successfully. According Zhang et al (2012) in Aghdaie (2012), calling that the trustworthiness as open to discussion and desire to share the data. So that, very important for the sellers to pay attention and keeping the consumer trustworthiness within giving the information truthfully about the products quality, secure transaction, and sharing the advertisement to respondents who can be trusted. If marketing does not keep the consumer trustworthiness then the consumers will easily tell other consumers regarding the bad service or product quality to consumer or negative e-WOM which share fastly than positive e-WOM.

## CONCLUSIONS AND RECOMMENDATIONS
**Conclusions**
Based on the analysis results and previous discussions so the study results indicate that viral marketing influences both positive and significant toward trustworthiness and buying interest. Viral marketing influences both positive and significant toward buying interest through trustworthiness.

**Recommendation**
For the importance of managerial particularly for the online business performer at Indonesia is hoped to utilize viral marketing with resulting innovative products/services, unique, following the current trend so as attracting potential consumers interest especially among teenagers like student university. This matter because of among teenagers like students are the biggest internet users at Indonesia and as market share promising for the existence of viral marketing, among students also tend more labile for behavior aspect and having the higher curiosity level so that fastly influencing whether there are something virals at social media. Other than that, increasing the level of consumer trustworthiness is a must for every online business people especially to maintain customer trustworthiness and lastly, the consumers will buy once again to those products. For consumers this matter among students at Mataram University, the existence online sites give both positive and negative impact. Positive impact from online sites through viral marketing like accessing information easily, transaction easily also more efficient within time aspect. Yet, both the existence viral marketing and internet can give the negative impact for teenagers like students such as, one of those students becomes extravagant in buying due to following the trends that fastly change also the negative impact are internet addicted which can be impacted to decreasing academic achievement. Thus, among students must be wise to use social media. For study theoretical, this study hoped can make the contributions either theory at marketing field especially the consumer.

**Study Limitations and Further Considerations**
Some limitations in this study are only studying three variables like viral marketing, trustworthiness, and buying interest with the total sample with 100 respondents so that not enough representing students buying interest at Mataram University whole either faculty diversity and semester level. This study not limited to products category or specific services like fashion category only so that earned the specific results.

Further considerations are hoped that the next researcher can expand this study by adding the variables outside this study additionally considering culture variable and age as mediation variables between viral marketing toward consumer buying interest.

The next study also hoped expands the scope of this study not only focusing to student at Mataram University but studying within the scope that becomes wider with total sample larger so that can be found the study results from more various. The next study also hoped to use online questionnaire and also proper popolulation who will be used samples previously send or gove the advertisement after viral so that can measure more accurate about feedbacks from samples regarding those advertisements. This matter should be done to add the knowledge about

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the factors and the cause of the consumers want to be viral an advertisement and seeing how society feedbacks or consumers largely about viral marketing within the scope of region or nation. The next study also hoped to add revenue category to a questionnaire

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