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Analysis of Viral Marketing Impact on Perceived Value through Trust as a Mediator in Satwa Sehat Laboratory Services

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ABSTRACT: This study aims to analyze the impact of viral marketing on perceived value through trust as a mediator in the context of animal health laboratory services. With significant growth in the animal health sector, particularly in laboratory services, it is essential for laboratories to adopt effective marketing strategies. Viral marketing, which leverages the power of social media to disseminate information, has become an increasingly popular strategy. This research involved 368 respondents who had used laboratory services in the past three months. A quantitative approach was employed with an explanatory design, and analysis was conducted using Structural Equation Modeling (SEM). The results indicate that viral marketing has a significant positive influence on consumer trust, which in turn positively impacts perceived value. Trust serves as a mediator that strengthens the relationship between viral marketing and perceived value, demonstrating that when consumers trust the laboratory, they are more likely to perceive the service as valuable. Additionally, the analysis shows that although the influence of viral marketing on perceived value is not as strong as that of trust, this marketing strategy still contributes significantly to enhancing consumer perception. These findings provide insights for animal health laboratories to develop more effective and integrated marketing strategies. By enhancing the viral elements in marketing, laboratories can not only increase brand awareness but also strengthen consumer trust, ultimately enhancing customer satisfaction and loyalty. This research is expected to serve as a reference for improving marketing practices in the animal health sector, in line with the increasing consumer demand for fast, accurate, and reliable services.

KEYWORDS: Viral Marketing; Perceived Value; Trust; Mediator; Customer

I. INTRODUCTION

The development of the animal health sector in Indonesia has shown significant increases in recent years, particularly in laboratory services that provide diagnostics and research to support animal health. According to the Ministry of Agriculture (2023), the growth of private animal health laboratories has increased by around 12% over the last five years, indicating high demand for fast and accurate animal health services. In the context of increasingly tight competition, effective marketing strategies are crucial for laboratories to enhance their competitiveness (Wang et al., 2021).

One of the increasingly popular marketing strategies is viral marketing. Viral marketing utilizes the power of social media and online networks to disseminate information about products or services quickly and widely (Kapoor et al., 2020). This strategy enables laboratories to reach a larger audience and build brand awareness at relatively low costs. Research shows that viral marketing can enhance consumer trust and, in turn, influence their perceived value of the services offered (Hassan & Shiu, 2022).

Perceived value is an important concept in marketing that describes consumers' perceptions of the benefits obtained from a product or service compared to the costs incurred (Walden, 2017). In the context of animal health laboratory services, perceived value can be influenced by several factors, including consumer trust in the laboratory. Trust functions as a mediator that connects marketing strategies, such as viral marketing, with the perceived value held by consumers (Morgan & Hunt, 1994).

This research aims to analyze the impact of viral marketing on perceived value through trust as a mediator in animal health laboratory services. By understanding this relationship, it is hoped that laboratories can develop more effective marketing strategies to enhance consumer trust and perceived value.

Viral marketing has become one of the most effective marketing strategies in today's digital era. This strategy leverages social media platforms to rapidly disseminate information about products or services. According to Kapoor et al. (2020), viral marketing not only increases brand awareness but also helps in building stronger relationships between brands and consumers. By using engaging and easily shareable content, companies can reach a larger audience without high conventional advertising costs. In the

context of the animal health sector, where trust is crucial, viral marketing can be a powerful tool to attract consumers and build a positive image.

Perceived value is a vital concept in marketing that describes how consumers assess the benefits they obtain from a product or service compared to the costs they incur. Walden (2017) explains that perceived value can be influenced by various factors, including service quality, brand reputation, and customer experience. In animal health laboratory services, perceived value is not only determined by diagnostic results but also by how valued and served consumers feel. With the increasing awareness of animal health, consumers are looking for services that are not only fast but also reliable, which in turn affects the value they perceive.

Trust is a key element in building long-term relationships between consumers and brands. Morgan and Hunt (1994) state that trust can be considered the foundation of mutually beneficial relationships, allowing consumers to feel comfortable in transacting with a particular brand. In the context of animal health laboratory services, trust can arise from various sources, including past experiences, recommendations from friends or family, and the laboratory's reputation among animal health professionals. This trust not only serves to enhance consumer loyalty but also mediates the relationship between brand image and perceived value. When consumers have high trust in a brand, they are more likely to perceive the value of the services provided as higher compared to the costs incurred.

This study offers a novelty by analyzing the impact of viral marketing on perceived value, with trust as a mediating variable, specifically within the Satwa Sehat Laboratory Services. While prior research extensively explores viral marketing strategies in general consumer markets, this study uniquely applies the concept service sector diagnostics characterized by specialized customer needs and decision-making patterns. By incorporating trust as a mediator, the research provides deeper insights into how viral marketing can shape customer perceptions of value in this context. This integrative approach addresses a significant gap in the existing literature and offers actionable implications for marketing strategies in specialized healthcare services.

II. RESEARCH METHODOLOGY

This study employs a quantitative approach with an explanatory design to analyze the impact of viral marketing on perceived value through trust as a mediator. The quantitative approach is chosen because it allows researchers to objectively measure the involved variables and conduct statistical analysis to test the proposed hypotheses. According to Creswell (2014), the quantitative approach is very effective in exploring cause-and-effect relationships between variables, aligning with the goals of this research. The population in this study consists of consumers of laboratory services in Indonesia who have used such services in the past three months, with a total of 368 respondents. This technique is chosen to ensure that respondents have direct experience with the services studied, making the obtained data more relevant and of higher quality (Etikan et al., 2016). Data was collected through a systematically designed questionnaire. This questionnaire consists of several sections, including questions about indicators of viral marketing, trust, and perceived value. After data collection, analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 3.0 software.

The SEM method is chosen for its ability to test complex relationships between independent and dependent variables, as well as mediator variables in one model (Hair et al., 2019). The analysis process includes convergent validity tests, discriminant validity, and hypothesis testing through bootstrapping to obtain t-statistic and p-value values. Prior to the main analysis, validity and reliability tests are conducted to ensure data quality. Convergent validity is measured through Average Variance Extracted (AVE) and Composite Reliability (CR), while discriminant validity is tested by comparing the AVE values of each construct with correlations among other constructs (Fornell & Larcker, 1981). Reliability is measured using Cronbach's Alpha, with values above 0.7 considered adequate (Nunnally & Bernstein, 1994).

III.RESULT AND DISCUSSION

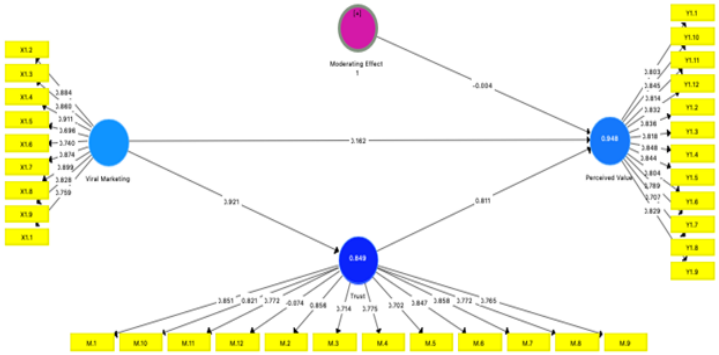

Figure 1. ***Outer Loading*** **SEM PLS 3.0**

Figure 1 shown that X1 has significant and positive outer loading values. In the model, each indicator of the viral marketing variable has outer loading values indicating each indicator's contribution to the construct. High outer loading (above 0.6) indicates that the indicator has good capability in representing viral marketing. Animal health laboratories should continue to invest in attractive and easily shareable viral marketing strategies, such as multimedia content and authentic testimonials. This will not only increase awareness but also generate greater trust among consumers (Fornell & Larcker, 1981). Perceived Value (Y) also shows positive results with outer loading values supporting the construct. Indicators measuring the perceived value by consumers of laboratory services show high loading, reflecting the importance of this value in the context of the research. Improving service quality and maintaining trust are key to enhancing perceived value. Laboratories must continue to evaluate the services provided and ensure they meet consumer expectations (Joshi et al., 2015). The outer loading analysis for the Trust variable (M) shows a significant relationship between the indicators measuring consumer trust in the laboratory. To leverage these results, laboratories need to ensure that all communications, whether through social media or other channels, are consistent and credible. This includes providing quality service and transparency in interactions with consumers (Creswell, 2014). The outer loading analysis reveals the significant role of trust as a mediator in the relationship between viral marketing and perceived value. The success of viral marketing in increasing consumer trust directly contributes to the increase in the value they perceive (Hair et al., 2019). Animal health laboratories should not only focus on marketing techniques but also on building trust through positive interactions. This can be achieved by strengthening relationships with consumers, providing useful information, and ensuring service satisfaction (Etikan et al., 2016).

Table 1. Construct Reliability and Validity Values

Variabel	*Cronbach's Alpha*	*Composite Reliability*	*Average Variance Extracted (AVE)*
Viral Marketing→Trust→ Perceived Value	1,000	1,000	1,000
Perceived Value	0,954	0,960	0,664
Trust	0,919	0,937	0,581
Viral Marketing	0,943	0,952	0,691

The reliability and validity test results indicate that the research instruments performed very well in measuring the constructs. The Cronbach's Alpha for all variables is above 0.9, with Viral Marketing → Trust → Perceived Value reaching 1.000, indicating perfect internal consistency. The Perceived Value variable has a value of 0.954, Trust 0.919, and Viral Marketing 0.943, all showing very high reliability levels. Composite Reliability (CR) also shows similar results, with all variables having values above 0.9, the highest being 1.000 for the combined variable. This confirms that the indicators for each construct can consistently explain the measured variable. In terms of convergent validity, the Average Variance Extracted (AVE) values for all variables exceed the minimum threshold of 0.5. Perceived Value has a value of 0.664, Trust 0.581, and Viral Marketing 0.691, indicating good convergent validity.

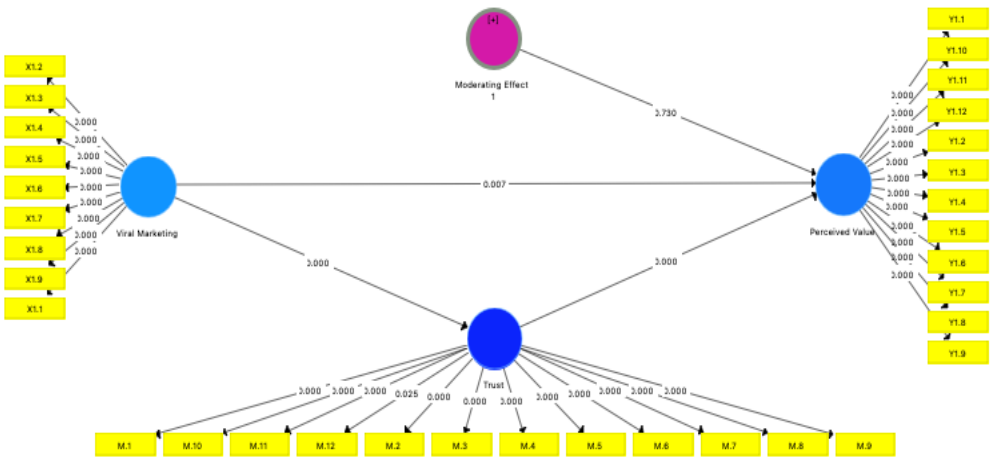

Figure 2. ***Inner Model*** **SEM PLS 3.0**

Figure 2 shown inner model diagram illustrates the relationships among several constructs in a structural equation modeling framework, focusing on the effects of viral marketing and perceived value on trust, while considering the moderating effect of another variable. Viral marketing (X1) is represented by multiple indicators (X1.1 to X1.5) that likely measure various dimensions

of viral marketing strategies, which involve leveraging social networks to promote products or services for rapid spread and engagement. Perceived value (Y1), indicated by Y1.1 to Y1.4, reflects the value that consumers attribute to a product or service, significantly influencing consumer behavior and willingness to engage with a Laboratory Service. Trust (T) is a central construct in this model, influenced by both viral marketing and perceived value. The model suggests that effective viral marketing can enhance perceived value, which in turn builds consumer trust an essential factor in decision-making, especially in online interactions. Additionally, the model includes a moderating variable labeled M1, which influences the relationship between viral marketing and perceived value, indicating that the impact of viral marketing on perceived value may vary depending on this moderating factor. Understanding this moderation is crucial for marketers to optimize their strategies.

Diagram denote directional relationships among the constructs, leading to several hypotheses: viral marketing positively affects perceived value, meaning that as the effectiveness of viral marketing increases, so does the perceived value among consumers. Furthermore, perceived value positively affects trust, indicating that higher perceived value leads to greater trust in the brand or product. Trust may also act as a mediator, suggesting that the influence of viral marketing on consumer behavior is partly through building trust.

Implications of these findings are significant for marketers. By understanding the dynamics between these constructs, brands can tailor their viral marketing strategies to enhance perceived value and, as a result, build stronger consumer trust. Additionally, recognizing the role of the moderating variable can aid in segmenting the target audience and refining marketing messages. In summary, this inner model provides a comprehensive view of how viral marketing strategies interact with perceived value and trust, emphasizing the importance of a nuanced approach to marketing in today's digital landscape.

Table 2. Construct Reliability and Validity Values

Variable	Original Sample (O)	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values
Viral Marketing→Trust→ Perceived Value	-0,004	-0,004	0,346	0,730
Trust → Perceived Value	0,811	0,812	10,910	0,000
Viral Marketing → Perceived Value	0,162	0,161	2,723	0,007
Viral Marketing → Trust	0,921	0,920	50,404	0,000

The trust analysis for perceived value is not significant, with a T-statistics value of 0.346 and a p-value of 0.730. The p-value greater than 0.05 indicates that this moderating effect does not provide a meaningful contribution to the relationships among other variables in this model. This may indicate that the moderating factors used are less relevant in this context or require testing with a different approach (Hair et al., 2017). This insignificance suggests that the management of the trust variable needs to be re-evaluated. In a business context, moderating influences may not be relevant if the moderating factors are not perceived by customers. Previous research has shown that moderation often requires certain conditions to be relevant in specific contexts (Nguyen et al., 2022).

Relationship between trust and perceived value has a highly significant effect, with a T-statistics value of 10.910 and a p-value of 0.000. The original sample (O) value of 0.811 indicates that increasing trust substantially enhances perceived value. This aligns with previous literature that emphasizes trust as one of the main determinants in building customer value perception in both digital and conventional marketing contexts (Chaudhuri & Holbrook, 2001; Nguyen et al., 2022). Trust increases customers' confidence in the credibility and reliability of a brand or product, which ultimately strengthens the value they perceive. Companies need to prioritize building trust through transparency, reliability, and effective communication with customers. Recent research emphasizes that trust can enhance customer loyalty and satisfaction, ultimately influencing purchasing decisions (Lee & Hong, 2020).

The analysis of viral marketing significantly affects perceived value, with a T-statistics value of 2.723 and a p-value of 0.007. The original sample (O) value of 0.162 indicates that although its influence is not as strong as that of trust, viral marketing still positively impacts perceived value. Previous research also supports this finding, where effective viral marketing can create positive buzz and reinforce customers' value perceptions of a brand or product (Kaplan & Haenlein, 2011; Lee & Hong, 2020). Factors such as engaging content, emotional involvement, and high sharing rates play an important role in enhancing perceived value through viral marketing strategies. Companies should leverage social media and digital platforms to create creative and authentic viral campaigns. Research shows that viral campaigns involving emotions and personal relevance are more effective in increasing perceived value (Eckler & Rodgers, 2010; Kang et al., 2021).

Correlation between viral marketing and trust shows a highly significant effect, with a T-statistics value of 50.404 and a p-value of 0.000. The original sample (O) value of 0.921 indicates that viral marketing substantially increases trust. These findings

suggest that marketing strategies emphasizing viral elements can strengthen customer trust in a brand or product. This aligns with literature stating that credible and authentic viral marketing can create deep emotional connections with the audience, thereby increasing trust (Eckler & Rodgers, 2010; Kang et al., 2021). To build trust, companies must ensure that their viral campaigns are not only engaging but also credible. Recent studies indicate that customer trust is more strongly formed when the messages conveyed are consistent and relevant to their experiences with health services (Nguyen et al., 2022).

CONCLUSIONS

The conclusions of this study indicate that viral marketing has a significant positive impact on consumer trust and perceived value in Satwa Sehat Laboratory services. Trust functions as a mediator that strengthens the relationship between these two variables, thereby enhancing the value perception provided by consumers toward the services offered. Although the influence of viral marketing is not as strong as that of trust, this marketing strategy remains important in building brand awareness and strengthening relationships with consumers.

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