

# The Effect of Viral Marketing and Bandwagon Effect on Decision to Use Social Media Threads in Bekasi

(Case Study on Social Media Threads Users in Bekasi)

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KEYWORDS	ABSTRACT
Viral Marketing; Bandwagon Effect; Usage Decision	The purpose of this research was to analyze the effect of Viral Marketing, the Bandwagon Effect, on the Decision to Use Social Media Threads in the Bekasi Region. Data was collected by distributing questionnaires to 100 respondents who used Social Media Threads in the Bekasi area for at least 2 months. Sampling was carried out using non-probability sampling techniques and using purposive sampling. The analytical tool used is multiple linear regression; classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test) are carried out as requirements that must be met in multiple linear regression analysis. Hypothesis testing simultaneously using the (F) test and partially using the (T) test. The results of this study indicate that viral marketing and bandwagon effect variables simultaneously affect customer satisfaction; this is evidenced by the F test with an $F_{hitung} > F_{tabel}$ value ( $59.866 > 3.09$ ) and an amount of 0.552 (55.2%), viral marketing and bandwagon effect variables can be explained influenced by usage decisions while other variables outside this model influence the remaining 44.8%. While viral marketing partially / partially has an influence on usage decisions, this is proven by the T test with a value of $T_{hitung} > T_{tabel}$ of ( $5.423 > 1.985$ ) and has an influence of 0.231 (23.1%). And the bandwagon effect partially / partially has an influence on usage decisions; this is evidenced by the T-test with a $T_{hitung} > T_{table}$ value of ( $9.859 > 1.985$ ) and has an influence of 0.498 (49.8%).

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## Introduction

The rapid development of the Internet in communication and information brings various benefits that can reach various aspects of life. One of them is interacting with and expanding relationships through social media. Social media is a medium that facilitates its users' interaction with each other, socializing with each other, and doing things online without being limited by space and time.

According to a source from Data Indonesia.id, sourced from a survey conducted by We Are Social, reported that the number of social media users in Indonesia in 2022 experienced a significant increase of 12.35% from the previous year (Mahdi, 2022). Furthermore, the same source

states that over 191 million people in January 2022 were active social media users in Indonesia. As shown in figure 1 below:

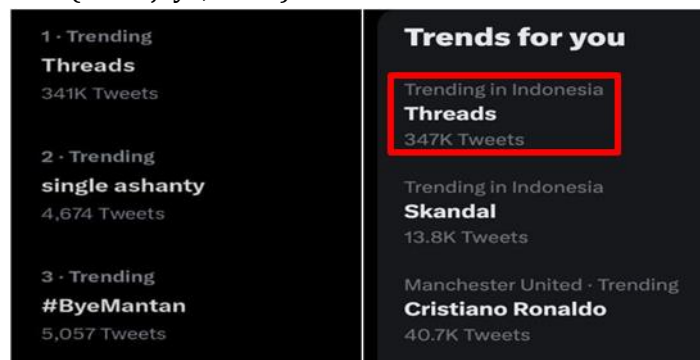


**Figure 1. Number of Active Social Media Users in Indonesia**

Source: DataIndonesia.id, 2022

Figure 1 above shows statistics on the increase in the number of active social media users in Indonesia from 2014 to 2022, and it can be seen that every year, active social media users in Indonesia continue to increase, according to sources from KilasBandungNews.com, sourced from the West Java Provincial Government in 2019. The number of active social media users in Indonesia at that time was 150 million active users, and 16.4 million of them were in the West Java region, with Bandung City being the most prominent social media user, followed by Bekasi City and Bogor City (Hadisaputro, 2019). Bekasi City is the third largest contributor to social media users in the West Java region, with 1,674,400 users (Hadisaputro, 2019).

Viral marketing has a concept similar to E-WOM (Electronic Word of Mouth), which is the use of word-of-mouth marketing but the internet version, in the sense that it can be spread through other social media, such as Facebook, Instagram, YouTube, Twitter, Google and so on (Muliajaya, 2019). Social media has a homepage feature or main display when opening it where everyone who is friends with the sender can see what is uploaded, both known and unknown people. Indirectly, the more people who see each upload, which can be news, video clips, text messages, or images, it will be possible for it to go viral, and viral news about a product will attract the attention of everyone to buy, try, or use it (Muliajaya, 2019).



**Figure 2. List of Twitter Trending Topics on July 6, 2023**

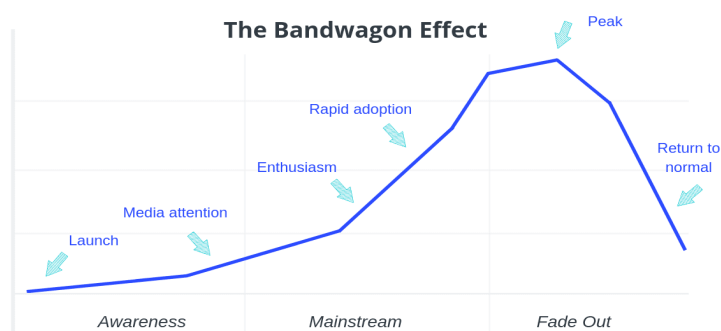
Source: www.Kompas.com, 2023

In Figure 2, which explains the successful intentional and unplanned viral marketing strategy of Threads, the viral effect is seen to arouse the enthusiasm of X (Twitter) users to switch to try Threads and influence a massive increase in Threads users on the same day of its launch. Therefore, viral marketing strategies can increase business efficiency and productivity (Riani & Samatan, 2020). Regarding social media, viral marketing helps increase the number of users and keeps people talking. Viral on Twitter is not only experienced by threads; research conducted by (Rahmawati et al., 2023)) examined the Oreo product in collaboration with Blackpink. Before the product was officially launched, it had become a viral topic on Twitter, with 101 thousand tweets.

The results of previous research conducted by Tricahyono et al. (2019) and Ningsih (2023) show that viral marketing has a relationship with usage decisions and has a positive effect on usage decisions. However, research (Gina, 2018) shows that viral marketing has a positive effect on usage decisions. Gina, 2018), Saktiendi et al. (2022), and Rika (Riani & Samatan, 2020) show that viral marketing does not affect usage decisions.

According to Engel (Arta & Azizah, 2020), the decision to use or use is a consumer decision regarding what to use, where, when, and how the use will be carried out. Herdani and Ratnasari's research, cited from (Utami & Trifiyanto, 2022), stated that usage decisions are identical to consumer purchasing decisions. Also, Susanto research (Al-Jurfri & Pradana, 2021) showed that the decision process for using a product or service is the same as buying a product or service.

When the general public widely favors a product or activity or is trending (viral), a consumption behavior will encourage someone to consume the same goods or products, called the bandwagon effect. (Srigustini & Aisyah, 2021). The bandwagon effect is a phenomenon that arises from the tendency to follow a trend, especially when other people do it. The bandwagon effect can occur when the decision of the majority influences a person, it can also occur as a request and invitation from someone closest to us. (Ramadhanie, 2021a).



**Figure 3. Pattern of The Bandwagon Effect Phenomenon**

Source: www.Medium.com, 2019

Figure 3 explains the pattern of the bandwagon effect phenomenon in three phases: awareness, mainstream, and fade out (Omkar, 2019). In the context of Threads, Figure 1.4 shows the pattern of the bandwagon effect where in the first phase, namely at the time of its launch, Threads became a worldwide concern, and in the media, the second phase, when news about Threads went

viral and became a trending topic that aroused the enthusiasm of the general public, then was talked about by the general public which eventually led to the bandwagon effect also to want to use the application, and in the last phase, where at one moment Threads managed to be at its peak, namely on July 7 Threads by reaching 49.3 million users. However, after that, Threads tended to experience a decline in users and slowly normalized its growth. Results from research (Ramadhanie, 2021) stated that the bandwagon effect significantly influences usage intention and research (Ramadhanie, 2021). Yudistira (2022) shows that the bandwagon effect significantly influences purchasing decisions.

Viral marketing and bandwagon effect have a close relationship and influence each other in the context of social media marketing. Viral marketing is a marketing strategy that utilizes the power of engaging and widely shareable content to reach a larger audience in a short period. When viral content captures users' attention, it tends to create a bandwagon effect, where individuals feel compelled to jump on the bandwagon and adopt a trending product or service simply because many others are doing so as well. This effect is even more substantial in a social media environment, where users often view the actions and opinions of others as an indicator of the validity or popularity of a product. In this case, viral marketing can trigger the bandwagon effect. Conversely, the bandwagon effect can amplify the impact of viral marketing by increasing the exposure and appeal of shared content.

This research aims to analyze and understand the influence of viral marketing and the bandwagon effect on the decision to use Threads social media in the Bekasi area. This research aims to explore how much impact viral marketing content has on user behavior in choosing to participate in the Threads platform, as well as to assess the role of the bandwagon effect in influencing such decisions. In addition, this research also aims to provide insights into the dynamics of user behavior on social media, particularly in the local context, and how these two concepts can be leveraged by businesses to design more effective marketing strategies. By identifying the relationship between viral marketing and the bandwagon effect, it is hoped that this research can contribute to the development of digital marketing theory as well as practical recommendations for stakeholders in the Bekasi region.

## **Research Methods**

This study employed a quantitative approach with a survey design, focusing on collecting data from users of Threads social media in the Bekasi area. The data was collected through a structured questionnaire to measure three key variables: viral marketing, bandwagon effect, and decision to use Threads.

The sampling technique used was non-probability sampling, specifically purposive sampling. This approach ensured the diversity of respondents while minimizing selection bias by targeting individuals who had actively used Threads social media for at least two months. The number of respondents was set to 100, determined based on the Cochran formula to ensure a representative sample size with a suitable margin of error.

The use of multiple linear regression analysis in this study was motivated by the need to understand how two independent variables—viral marketing and bandwagon effect—simultaneously impact the decision to use Threads. Multiple linear regression is particularly well-suited for this research because it helps to determine the degree of influence of each independent

variable on the dependent variable, thus providing insights into the predictive relationship between viral marketing strategies, the bandwagon effect, and user decisions. By employing this statistical method, we aim to understand how these factors interact to shape user behaviors.

Regarding data processing, after collecting the responses, data entry and cleaning were conducted using SPSS 26. The data was analyzed using regression analysis to determine the relationships between the variables. Classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests were also conducted to ensure the validity and reliability of the regression model. The regression results allowed us to assess the individual and collective impact of viral marketing and the bandwagon effect on the decision to use Threads.

## Results and Discussion

### Results

#### Profile Characteristics of Respondents

**Table 1.**  
**Profile Characteristics of Respondents**

<b>Gender</b>			
<b>No.</b>	<b>Gender</b>	<b>Total</b>	<b>Percentage</b>
1	Male	44	44%
2	Female	56	56%
<b>Total</b>		<b>100</b>	<b>100%</b>
<b>Age</b>			
<b>No.</b>	<b>Age</b>	<b>Total</b>	<b>Percentage</b>
1	18 - 20 Years	13	13%
2	21 - 25 Years	84	84%
3	26 - 30 Years	2	2%
4	30 - 34 Years	1	1%
<b>Total</b>		<b>100</b>	<b>100%</b>
<b>Region</b>			
<b>No.</b>	<b>Region</b>	<b>Total</b>	<b>Percentage</b>
1	North Bekasi	31	31%
2	East Bekasi	39	39%
3	West Bekasi	19	19%
4	South Bekasi	11	11%
<b>Total</b>		<b>100</b>	<b>100%</b>
<b>Education</b>			
<b>No.</b>	<b>Last Education</b>	<b>Total</b>	<b>Percentage</b>
1	SD	0	0%
2	SMP	0	0%
3	SMA/SMK	78	78%
4	Diploma 3	0	0%
5	S1 / Bachelor Degree 1	22	22%
<b>Total</b>		<b>100</b>	<b>100%</b>
<b>Intensity of Use</b>			
<b>No.</b>	<b>Intensity of Use</b>	<b>Total</b>	<b>Percentage</b>
1	3 Times	39	39%
2	4 Times	15	15%
3	5 Times	18	18%
4	6 Times	5	5%

5	> 6 Times	23	23%
<b>Total</b>		100	100%
<b>Long Usage Time</b>			
<b>No.</b>	<b>Length of time</b>	<b>Total</b>	<b>Percentage</b>
1	2 Hours	69	69%
2	3 Hours	15	15%
3	4 Hours	8	8%
4	5 Hours	3	3%
5	> 5 Hours	5	5%
<b>Total</b>		100	100%
<b>No.</b>	<b>Reason for Using</b>	<b>Total</b>	<b>Percentage</b>
1	The need to find newer social media and bored/saturated with current social media	50	50%
2	Has unique, different, and complete features compared to other social media	19	19%
3	Can gather and socialize with friends and add new relationships	16	16%
4	Get recommendations from friends, family, companions, and others	13	13%
5	More	2	2%
<b>Total</b>		100	100%

Source: SPSS 26 data processing results, 2024

Based on Table 1, the characteristics of respondents in this study provide a comprehensive picture of the demographics of Threads social media users in the Bekasi area. Regarding gender, 44% of respondents were male and 56% female, indicating that female users slightly dominated. Regarding age, most respondents (84%) are between 21-25 years old, indicating that Threads is more popular among the younger generation, while only a few users are above 26. In terms of region, the distribution of users is pretty even, with 39% coming from East Bekasi and 31% from North Bekasi, while West Bekasi and South Bekasi account for 19% and 11%, respectively. Regarding education, 78% of respondents have a high school/vocational school educational background, while 22% have completed a Bachelor's degree. Regarding usage intensity, most respondents (39%) use Threads 3 times a week, with another 23% using it more than 6 times. Regarding length of usage, 69% of respondents spend around two hours per day on the platform. Finally, the main reason respondents use Threads is that they are looking for new social media and

are bored with existing platforms (50%), followed by a desire for unique features (19%) and to socialize (16%). These characteristics reflect the potential for active and enthusiastic users of Threads social media and provide valuable insights into understanding their behaviors and preferences.

### Validity Test

The validity test measures whether a questionnaire is valid. In this validity test, the basis for making decisions is comparing the  $r_{count}$  value with the  $r_{label}$  for degree of freedom ( $df$ ) =  $n - 2$ . In this case,  $n$  is the number of samples, namely 100 respondents. Then ( $df$ ) =  $100 - 2 = 98$ . With a significance level of 5% or 0.05, the  $r_{label}$  value is 0.196.

**Table 2. Viral Marketing Validity Results**

Variables	Statement Item	$R_{Hitung}$	$R_{tabel}$	Description
Viral Marketing	P1	0.563	0,196	Valid
	P2	0.479		Valid
	P3	0.684		Valid
	P4	0.729		Valid
	P5	0.733		Valid
	P6	0.735		Valid
	P7	0.510		Valid
	P8	0.733		Valid
	P9	0.731		Valid

Source: SPSS 26 data processing results, 2024

Table 2 above shows the viral marketing validity test count value obtained from data processing SPSS version 26. All statement items for the viral marketing variable are declared valid because the value of  $r_{count} > r_{label}$  is 0.196. Thus, it can be concluded that all statement items can be used in this study.

**Table 3.  
Bandwagon Effect Validity Test Results**

Variables	Statement Item	$R_{Hitung}$	$R_{tabel}$	Description
Bandwagon Effect	P1	0.835	0,196	Valid
	P2	0.824		Valid
	P3	0.818		Valid
	P4	0.754		Valid
	P5	0.764		Valid
	P6	0.829		Valid
	P7	0.844		Valid
	P8	0.752		Valid
	P9	0.835		Valid

Source: SPSS 26 data processing results, 2024

In Table 3 above, the bandwagon effect validity test, the  $r_{count}$  value is obtained from data processing SPSS version 26. It can be seen that all statement items for the bandwagon effect variable are declared valid because the  $r_{count} > r_{table}$  value is 0.196. So, it can be concluded that all statement items can be used in this study.

**Table 4.**  
**Usage Decision Validity Test Results**

Variables	Statement Item	$R_{Hitung}$	$R_{tabel}$	Description
Usage Decision	P1	0.723	0,196	Valid
	P2	0.680		Valid
	P3	0,686		Valid
	P4	0,495		Valid
	P5	0,529		Valid
	P6	0,671		Valid
	P7	0,647		Valid
	P8	0,707		Valid
	P9	0,680		Valid

Source: SPSS 26 data processing results, 2024

Table 4 above shows the validity test of the decision to use the  $r_{count}$  value obtained from data processing SPSS version 26. It can be seen that all statement items for the usage decision variable are declared valid because the  $r_{count} > r_{table}$  value is 0.196. So, it can be concluded that all statement items can be used in this study.

### Reliability Test

A reliability test was carried out to check the consistency of the research instrument. The reliability test uses the Cronbach's alpha ( $\alpha$ ) formula. A variable is declared reliable if it provides a Cronbach's alpha ( $\alpha$ ) value  $> 0.60$ .

**Table 5**  
**Results of Reliability Test for Viral Marketing Bandwagon Effect Variables and Usage Decisions**

Variables	Cronbach's Alpha	N of items	Results
Viral Marketing	0,830	9	Reliable
Bandwagon Effect	0,932	9	Reliable
Usage Decision	0,826	9	Reliable

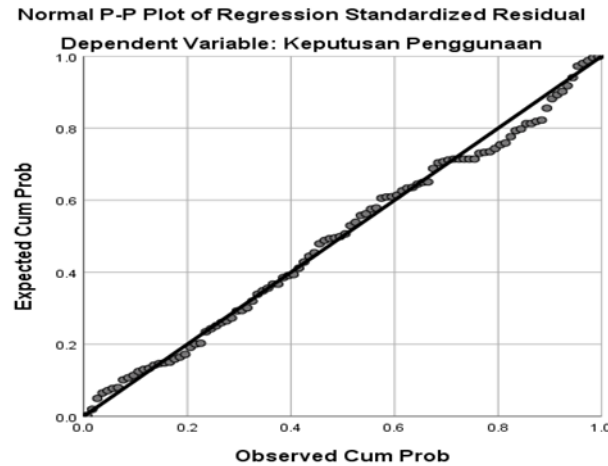
Source: SPSS 26 data processing results, 2024

From the results of Table 5, it can be seen that all variables are reliable or consistent, which means that if the statement is repeated, relatively the same answer will be obtained. This can be seen in that each variable has Cronbach's alpha ( $\alpha$ )  $> 0.60$ .



**Classical Assumption Test**  
**Normality Test**

The normality test is used to test the normality of the variables under study and whether the data is normally distributed or not. Below is a picture of the results of testing the normality of the data obtained through SPSS version 26 as follows:



**Figure 4. Normality Test Results**

Source: SPSS 26 data processing results, 2024

From Figure 4 of the p-plot curve above, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line; it can be concluded that the data is usually distributed, and the regression model has met the normality assumption.

**Multicollinearity Test**

The multicollinearity test is "A situation where one or more independent variables are perfectly or almost perfectly correlated." One is to detect the presence or absence of multicollinearity problems by looking at the Tolerance value and Variance Inflation Factor (VIF). If the tolerance value is less than 0.10 and the VIF value is greater than 10, multicollinearity occurs. Meanwhile, there is no multicollinearity if the tolerance value is more significant than 0.10 and the VIF value is smaller than 10. The multicollinearity test results are in the following table:

**Table 6 .**  
**Multicollinearity Test Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	13,319	2,436			5,468	0,000		
Viral Marketing	0,255	0,074	0,252		3,436	0,001	0,860	1,163
Bandwagon Effect	0,398	0,048	0,612		8,349	0,000	0,860	1,163

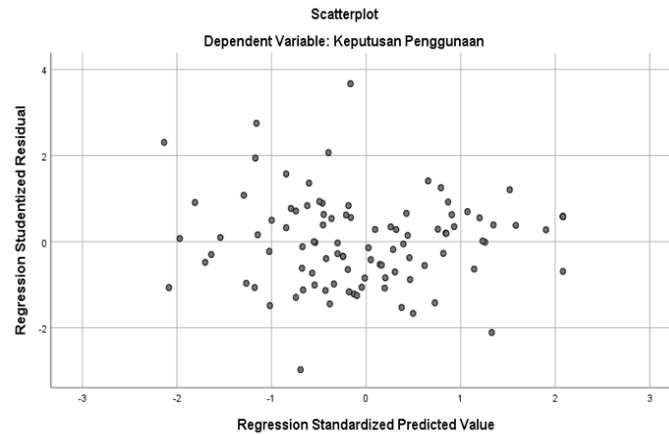
a. Dependent Variable: Usage Decision

Source: SPSS 26 data processing results, 2024

Table 6 shows that the tolerance value is  $0.860 > 0.10$ , and the VIF value is  $1.163 < 10$ . So, it can be said that the data does not experience multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test is carried out to see if there is an inequality of variance from the residuals of one observation to another.



**Figure 5. Heteroscedasticity Test Results**

Source: SPSS 26 data processing results, 2024

From Figure 5 above, it can be seen that the points spread with an unclear pattern above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the regression model, which means that the variance of the residuals from one observation to another is constant.

### Coefficient of Determination ( $R^2$ )<sup>2</sup>

The coefficient of determination ( $R^2$ ) is used to measure the amount of contribution or contribution of the independent variable (X) to the dependent variable (Y). Based on the results of the calculation of SPSS version 26, the results of the coefficient of determination are explained as follows:

**Table 7.  
Determination Coefficient Test Results**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.743 <sup>a</sup>	0,552	0,543		4,042

a. Predictors: (Constant), Bandwagon Effect, Viral Marketing

b. Dependent Variable: Usage Decision

Source: SPSS 26 data processing results, 2024

From the results of R of 0.743 and R square of 0.552, the coefficient of determination is 55.2%. This shows that the independent variables viral marketing ( $X_1$ ) and bandwagon effect ( $X_2$ ) affect the dependent variable usage decision (Y) on Threads social media users in the Bekasi area by 55.2%. In comparison, the remaining 44.8% is influenced by variables not examined, so it has a level of influence in the moderate category.

### F Test Results (Simultaneous)

The F test in this study was used to test the effect of viral marketing ( $X_1$ ) and bandwagon effect ( $X_2$ ) on usage decisions (Y). From the calculation of SPSS version 26, it is described in the table as follows:

**Table 8.**  
**F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1956,111	2	978,056	59,866	.000 <sup>b</sup>
	Residuals	1584,729	97	16,337		
	Total	3540,840	99			

a. Dependent Variable: Usage Decision  
b. Predictors: (Constant), Bandwagon Effect, Viral Marketing

Source: SPSS 26 data processing results, 2024

Based on Table 8 above, it is obtained that  $F_{count} > F_{tabel}$  is  $59.866 > 3.09$ , and with a significance probability of  $0.000 < 0.05$ , the decision is  $H_a$  accepted, namely that there is a significant influence between viral marketing and bandwagon effect on usage decisions (simultaneously).

### The result of t-test (Partial)

In this study, the t-test was conducted to see the extent of the positive or negative influence of the independent variable (X) on the dependent variable (Y). In this partial test, we see the influence of viral marketing or bandwagon effect on usage decisions individually (partially).

**Table 9.**  
**Parameter Results T Test Viral Marketing ( $X_1$ ) Against Usage Decisions (Y)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16,719	3,132		5,338	0,000
	Viral Marketing	0,487	0,090	0,480	5,423	0,000

a. Dependent Variable: Usage Decision

Source: SPSS 26 data processing results, 2024

Based on Table 9 above, the analysis results show that the value of  $t_{count} > t_{table}$  is  $5.423 > 1.985$  with a significance value of  $0.000 < 0.05$ ; it can be stated that viral marketing has a positive and significant effect on usage decisions ( $H_a$  is accepted).

**Table 10.**  
**T Test Parameter Results Bandwagon Effect ( $X_2$ ) on Usage Decisions (Y)**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error		
1 (Constant)	20,338	1,397		14,554	0,000
Bandwagon Effect	0,459	0,047	0,706	9,859	0,000

a. Dependent Variable: Usage Decision

Source: SPSS 26 data processing results, 2024

Based on the results of the analysis, it shows that the  $t_{count}$  value  $> t_{table}$  is  $9.859 > 1.985$  with a significance value of  $0.000 < 0.05$ ; it can be stated that the bandwagon effect has a significant effect on usage decisions ( $H_a$  is accepted).

## Discussion

### The Influence of Viral Marketing and Bandwagon Effect on the Decision to Use Social Media Threads

The study results show that viral marketing and the bandwagon effect positively affect the use of Threads on social media. This is in line with previous research by Ningsih (2023). The research results show that viral marketing and the bandwagon effect significantly affect user purchases or can be analogized to user use.

Viral marketing significantly influences Threads' social media usage, as this strategy can create massive traction in a short period. Content created for viral marketing is typically designed to be shareable and attention-grabbing, allowing it to reach a wider audience. In the context of Threads, viral marketing can utilize various unique features and exciting visuals to create a strong impression in users' minds. Users who see viral content feel compelled to participate or try out the platform. This viral effect can also reinforce the impression that Threads is a dynamic, innovative platform relevant to modern users' needs, thus increasing users' decision to join and use the platform more actively.

In addition, the bandwagon effect also increases social media usage of Threads by creating a psychological phenomenon where individuals feel compelled to follow a popular trend. When many people start using Threads, other potential users feel a sense of social validation and a desire not to be left behind. This effect is even more substantial on social media, where user behavior is often influenced by what those around them are doing, be it friends, family, or public figures. With the growing number of Threads users, the platform creates an image of popularity that reinforces new users' decision to join. The bandwagon effect provides positive social pressure that makes users feel that joining Threads is the right decision and that they are following the trend.

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### **The Influence of Viral Marketing on the Decision to Use Social Media Threads**

The results of this study partially show that viral marketing variables have a positive and significant effect on decisions to use Threads social media. These results are also in line with previous research conducted by Ningsih (2023) and (Tricahyono et al., 2019), which state that viral marketing has a significant influence on use, which states that viral marketing has a significant influence on use or purchase.

Viral marketing positively and significantly affects Threads' decision to use social media by utilizing the power of exciting and shareable content. In today's digital age, viral content can reach millions of users quickly, creating widespread awareness of the platform. Content generated through viral marketing strategies typically includes elements of humor, exciting information, or challenges that other users can participate in. When users see content that friends or influencers have shared, they tend to feel connected and interested in trying Threads, which, in turn, increases the number of new users and engagement on the platform.

In addition, viral marketing also creates buzz or conversation among social media users, making Threads even more relevant in everyday communication. When users share their experiences with Threads or discuss its exciting features, it not only strengthens existing users' loyalty but also attracts potential users' attention. The awareness generated from viral content contributes to a positive perception of Threads as an innovative platform that adapts to current trends. Thus, the success of viral marketing strategies in capturing users' attention and interest directly contributes to their decision to join and actively use Threads social media.

### **The Effect of Bandwagon Effect on the Decision to Use Social Media Threads**

The results of this study partially show that the bandwagon effect variable has a positive and significant effect on decisions to use Threads social media. This aligns with previous research by Ningsih (2023) and Yudistira (2022), which states that the bandwagon effect significantly affects purchasing or usage decisions.

The bandwagon effect has a positive and significant effect on the decision to use Threads social media because this phenomenon encourages individuals to follow the actions or choices made by many people. In the context of Threads, the more people who use the platform, the greater the impetus for new users to join. The bandwagon effect capitalizes on the social need to feel accepted and part of a popular group or trend. When users see friends, family, or influencers using Threads, they tend to feel compelled not to be left behind and follow in the footsteps of those around them. This creates a domino effect where the more users who join, the greater the appeal of Threads in the eyes of a wider audience.

In addition, the bandwagon effect reinforces the decision to use Threads by providing social validation to potential users. A person's decision to join a platform is often influenced by the perception that many others have adopted it. In this case, Threads can be seen as a credible and relevant platform if many people use it, especially among peers or social groups that consider it necessary. Users feel that using Threads is socially appropriate and legitimate, accelerating the platform's adoption. Thus, the bandwagon effect creates a positive feedback loop, where user growth encourages more people to join, reinforcing the collective decision to use Threads social media.

## Conclusion

The conclusion of this study shows that both viral marketing and the bandwagon effect significantly influence the decision to use Threads social media in the Bekasi area. The analysis shows that viral marketing content can increase users' interest in joining the Threads platform. At the same time, the bandwagon effect reinforces the decision by creating a sense of urgency and social validity among users. As such, this research provides valuable insights for stakeholders and businesses to develop more effective marketing strategies on social media, especially by harnessing the power of viral marketing and understanding the dynamics of the bandwagon effect locally. Recommendations for future research can also be made to explore other factors that may influence social media usage and conduct further studies in different areas to gain a broader perspective.

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