The Effect of the Viral Erigo Brand as a Moderation of Social Media Advertising Features (Motivation, Interactivity, Performance Expectation, Informativity, Relevance and Habit) on Customer Purchase Intention

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Abstract
This research attempts to identify and examine advertising creativity factors so that a brand becomes viral and can predict customer purchase intentions for products promoted using social media advertising, one of which is Erigo's product. This study aims to determine consumer habits, interactivity, informativeness, relevance and viral brands that influence consumer purchase intentions for products presented in social media advertisements. The subjects in this study were customers in Solo Raya and its surroundings who used social media platforms. Questionnaires were distributed in the form of a checklist survey. The data that has been collected is analyzed using Smart PLS and a two-step approach. The first step evaluates the validity and reliability of the survey instrument using a measurement model. The expected results of this study are that respondents will be influenced by their purchase intention for Erigo products because they feel they have the same habits as those presented by Erigo products, and gain interactivity, in formativeness and relevance from Erigo products. It is hoped that there are other factors that influence respondents' purchase intentions for Erigo products, namely viral brands, Erigo products are currently one of the brands that are currently viral because of the advertisements they present on social media.

Keywords: social media, viral brands, purchase intention, motivation, habits.

1. Introduction
1.1 The Problems
Social media has become important part in life every day, now all of companies that use social media for advertise products and their brands. Social media users no feel disturbed with exists displayed ads. Even later these advertisements posted on social media go viral, get hundreds of comments and likes from users, and social media users feel like post comment below advertisements presented. In user's social media advertisements can give response they like each other repay comments, likes and dislikes to posts presented. This matter showing interest users on ads. Response given user can give opportunity potential for the owner's business on social

media for observe other people's preferences, discussing, as well renew impression they to advertising and branding (SuangGeng et al., 2020).

Research conducted by Ali Abdalah (2018) identified six factor that is form expectations performance, motivation hedonic, habit, interactivity, informativeness, and relevance perceived by social media users as predictor main so that happen purchase. And result the statistics showing besides habit other factors work predict significant variance in intention buy, expect performance, and motivation hedonist. This study offers significant contribution for researchers and practitioners in form challenges and opportunities where highlighted limitations in study previously that is factor influence creativity social media advertising to intention buy consumer (customer). One of objective main use of social media for promotion and communication is for shape the retrieval process decision consumer. Therefore, this research try identify and study factor creativity advertising so that a brand went viral and got it predict intention buy customer to promoted products use social media advertising. As well as knowing a suitable conceptual model that can used for describe about aspects main related with social media advertising and knowing factor related major with social media advertising that can predict intention buy customer.

One of from that's all-creativity advertising that makes the brand went viral is Erigo. Erigo is Indonesian fashion brands that offer a number of products like jackets, sweaters, t-shirts and trousers. Erigo become the only local brand from Indonesia who represents Indonesia at New York Fashion Week 2021. Erigo own chance for displays 60 *looks* with quality and design exclusive for *fashion show* at New York Fashion Week 2021. Erigo also opened *temporary store* in Soho New York, side by side with world famous brands. Coorperate with Shopee, Erigo also launched product titled Erigo x Shopee NYFW 2021. A part from that, Erigo is also collaborating a number of *influencers* famous homeland to the 2021 New York Fashion Week event as well share that moment to Instagram owned by them. This matter enough interesting user's attention Instagram for follow their activity at NYFW until join in buy their products launch (Nastiti, 2021).

Therefore, that studies lift fashion brand Erigo as one of the viral brands on social media. Activity Erigo during follow *fashion show* at New York Fashion Week 2021 with holding hands a number of *influencers* always they display on social media they as form implied advertising. This matter Enough interesting user's attention Instagram for follow their activity until their fashion products use that is Erigo so that will form factor in intention buy, expect performance, and motivation hedonist.

Social media advertising must design and organized with consider all factor important that becomes focus customer. A part from viral marketing there is other influencing factors intention buy customer related with advertisement marketing and social media that is expectation performance, motivation hedonic, habitual, interactivity, informativeness and perceived relevance. Issue related social media advertising the more become focus attention good researcher nor practitioners in the field marketing. Therefore that, research this done for expand understanding moment this about aspect main related with social media advertising and its impact to intention buy customer.

1.2 Literature Review and Hypothesis Development

1.2.1 Influence Interactivity to Motivation Hedonist

Social media enjoy level high interactivity and so on user will own more lots room for interact and provide contribution so that can increase benefit intrinsic and psychological (motivation hedonic, pleasure and cheerfulness) are related with use and follow social media advertising. Lee (2006) stated in his study that there is strong relationship between interactivity and perceived enjoyment customer towards e-commerce websites. Yang (2013) shows that level motivation intrinsic part big correlate with level interactivity that exists on social media websites. With the same way, Muller and Chandon (2004) prove that interactivity contribute positive to perception customer about connection emotional with online brand. H1: Interactivity influential positive to motivation hedonistic related social media advertising.

1.2.2 Influence Motivation Hedonist to Customer Purchase Intention

Customer more interested in social media advertising Because level creativity and power pull advertisement the. This matter is interactivity level height available on those platforms, which increases level ability customer for control, contribute, and interact with other people so customer can obtain more lots benefit hedonistic as in the study conducted by Yang (2013). In line with studies this, Shareef (2017) not long ago in a way empirical prove impact motivation intrinsic (entertainment) towards mark social media advertising and attitudes customer. Jung (2016) also supports this strong correlation between entertainment and attitude customer to social media advertising through his studies in South Korea. With thereby motivation hedonistic can own role important in predict reaction and perception customer to social media advertising, so submitted hypothesis following H2: Motivation hedonistic will influential positive to intention buy consumer to products presented in social media advertising.

1.2.3 Influence Interactivity to Customer Purchase Intention

Interactivity is one of most critical aspect related with online areas and social media platforms. Interactivity own role important in form behavior user's online purchases. Interactivity noticed by Lee (2005) has impact Intention is important customer for use *ecommerce*. According to Wang (2013) interactivity also has role important in form behavior purchase online by customers. Customer tend no trust security purchase online if the targeted website not enough interactive (Chen, et al, 2010). So that can say that level existing interactivity in social media advertising can form intention buy customer to products presented in social media advertising. So that submitted hypothesis following H3: Interactivity will influential positive to intention buy customer to products presented in social media advertising.

1.2.4 Influence Interactivity on Performance Expectations

Through digital and social media customer can't in a way physique visualize and assess quality product, so exists feature interactivity will be very formative method customer in looking utilities and associated benefits with the product. Voorveld (2013) and Yoo (2010) in their studies state that website interactivity has role important in influence expectations and behavior customer in an online shop. In the beginning in 2006, Lee et al succeed prove impact statistics interactivity on expectations customer about *e-commerce* website functions. So that submitted hypothesis

following H4: Interactivity influential positive to expectation performance related social media advertising.

1.2.5 The Effect of Performance Expectations on Customer Purchase Intention

On social media advertising people are more tend will bound if they consider targeted advertising more useful and valuable. By Empirical Chang (2015) stated that similar factors with expectation performance on preferences customer like attitude and intention share has supported. Other research has also been done research that customer online purchases, attitudes and intentions customer for buy from online stores in part big predicted by perceived benefits in online advertising (Ahn, 2005). The study conducted by Lin and Kim (2016) has given proof more continued support role benefits that felt in attitude customer to social media advertising and intent buy. There is strong correlation between mark advertising and attitude customer to social media advertising. With thereby hypothesis First is as following H5: Performance expectations will influential positive to intention buy customer to products presented in social media advertising.

1.2.6 Influence Informativity on Performance Expectations

Taylor's (2011) study shows that informativeness is one of aspects of effectiveness partial advertising big form attitude customer to social media advertising. Media advertising also presents more information new and comprehensive so that customer can consider advertisement the more beneficial. Logan, et al (2012) confirmed that role informativeness is factor strongest that improves expectation customer about mark advertisement. With the same way Kim and Niehm (2009) stated that expectation customer in a way significant influenced by role quality website information. With thus, social media advertising is enjoyed with level broad informativeness is also possible considered more useful and efficient from corner look customer. So that hypothesis following submitted H6: Informativeness influential positive to expectation performance related social media advertising.

1.2.7 Influence Informativity to Customer Purchase Intention

Informative is related constructs with ability sender for in a way rational interesting response customer because beguile customer for evaluate in a way cognitive adoption information and messages provided. Important role informativeness visible on the field digital trade, a study conducted by Taylor (2011) shows there is connection positive between informativeness and attitude customer. Another study conducted by Phau and Teah, (2009) emphasized that there is influence positive from role informativeness in attitudes customer to advertisement message mobile. Lee and Hong (2016) prove in a way empirical role positive from informativeness of the reaction customer to social media advertising, and on intent customer for buy products presented in social media advertising. So that submitted hypothesis following H7: Informativeness influential positive to intention buy consumer to products presented in social media advertising.

1.2.8 Influence Relevance on Performance Expectations

As long as customers feel advertisements presented more related and relevant with needs, interests and preferences customers, them will evaluate advertisement the in a way positive and take it more beneficial. There is correlation positive between level personalization exists on targeted websites and levels perceived usefulness on the website. Pechmann and Stewart (1990)

note that customer more tend interested in advertising if they consider advertisement the more relevant with preference their personal. Liang (2012) also found that customer more possible for feel utility online advertising if they find that advertisement the relevant and personalized in accordance with preferences and their needs. The latest study conducted by Zhu and Chang (2016) proves this in a way empirical role perceived relevance to intent use sustainable customer through role mediation awareness self. Remember what has showed about importance perceived relevance in increase perception customer about value and usefulness, then hypothesis following submitted H8: Perceived relevance will influential positive to expectation performance related social media advertising.

1.2.9 Influence Relevance to Customer Purchase Intention

On social media platforms advertiser more capable adapt type message and content will posted in accordance with preference their customer. Relevance defined as to what extent consumers looking something object relate with their self or with method certain role for reach goals and values their personal. Pavlou and Stewart (2000) reveal impact from personalization on intent customer for buy as well as trust and their satisfaction. A study conducted by Ali Abdalah (2018) states that part big support importance role perceived relevance to intent buy customer. That means, as long as customer feel social media advertising related with preferences and interests, they themselves, they will more tend buy products presented in social media advertising. Customers who consider advertisement more relevant with need they certain will consider that advertisement more useful and also productive for them, the study conducted by Zhu and Chang (2016) has support importance role perceived relevance to perceptions and intentions customer. H9: Perceived relevance will influential positive to intention buy customer to products presented in social media advertising.

1.2.10 Influence Habit to Customer Purchase Intention

Based on results studies interaction daily customer with social media platforms, they will more tend own behavior habit towards the platform as well as part big activity marketing posted on the platform (Alalwan ,2017). Based on study conducted by Venkatesh (2012) customers apparently more involved with systems and applications new if they used to use systems and the applications. So that can say if accustomed customers with social media advertising will more possibly influenced by advertising that and have positive reaction to the advertisement. However, a study conducted by Ali Abdallah (2018) stated that habit no impact on intention buy customer.With thereby hypothesis furthermore is H10: Habit will influential positive to intention buy consumer to products presented in social media advertising.

1.2.11 Viral Brand Influence as Variable Moderation in Strengthen or Weakening Social Media Advertising Features against Customer Purchase Intention

Interactive marketing has showing factors what that's the only thing that influences it viral video ads. The more lots literature about marketing interactive that shows that attitude/ feeling positive is factor affecting share videos. A study conducted by Ferguson (2008) states that customer tend respond advertisement if advertisement the originate from the company they are known. Brands that customers know is base in search brand and manner direct influence decision purchase (Kapferer, 2008). Whereas according to study conducted by Evans (2008) of companies using

social media platforms can promote brand them and create awareness customer then change it become perpetrator purchase. So that hypothesis following submitted H11: Viral brands are perceived capable strengthen or weaken feature social media advertising to intention buy customer.

2. Research Method

2.1 Research design

Study this is study descriptive because the data is collected in a way quantitative in the demographic area specific and supported with qualitative data form decision consumer in behave to intention buy consequence from social media advertising with using a conceptual model. Data collection in research This done in a way *cross sectional,* because study This done only on one time certain just.

2.2 Measurement Variable

All measurement items adopted from studies previously. All item counts use five - point Likert scale (from very agree (1) to strongly agree (5)). Four items from Duffect (2015) were operationalized for awareness intention purchase, next four items from Barakat (2020) were operationalized for viral brand. Horvath 's (2018) three- item scale was used to know motivation hedonist. to know interactivity used five items from Jiang (2010), while to informativeness five items from Logan (2012) were used. Whereas to know expectation performance used four item scale of Vankatesh (2012). Furthermore, three items each from Arnold (2003) were used for measuring habit and from Zeng (2009) for measure customer relevance. For ensure level adequate validity and reliability before do survey main, will done studies test with 30 students postgraduate and undergraduate. From studies test the expected questionnaire used own clear, direct and long language questionnaire enter sense.

2.3 Sampling technique

Taking sample will done during not enough more than 2 months with use technique *purposive sampling*. The purposive sampling technique is technique determination sample with consideration certain (Sugiyono,2019). Considerations used in research this is sample taken from customers who use social media platforms and intend to buy product erigo Because see advertisement product Erigo.

2.4 Data collection technique

Questionnaire shared to respondents who know with clear goals and results study. Respondents were also reassured anonymity complete and safe information personal they as well as other details. Respondents were approached through social media they that is WhatsApp and Instagram.

2.5 Data analysis technique

The data has been collected will analyzed with using Smart PLS. With Thus, approach two step used for data analysis (Anderson and Gerbing, 1988; Talwar et al., 2020). The first step evaluates validity and reliability instrument survey using a measurement model, whereas step second evaluate the proposed research model using a structural model.

Stages data analysis in steps the first measurement *model* is carry out *internal consistency reliability* tests with using reliability testing *Cronbach alpha.* Based on *Cronbach alpha* value on each variable will said reliable if above 0.6. Furthermore, that is carry out validity tests convergent and validity test discriminant. In validity testing convergent mark from *factor loading* all over indicator declared valid if own mark namely ≥ 0.5. Meanwhile, in the validity test discriminants are considered that is Fornell-L

acker criteria. If mark root AVE squared in each construct bigger from mark correlation between construct in the model, then the model can said have mark validity good discriminant (Fornell and Larker, 1981).

Stages data analysis in the structural model step there is a number of necessary aspects for noticed that is coefficient determination (R^2), relevance predictive (Q^2), and *path coefficient test* (analysis track). Coefficient value determination (R^2) shows how much Lots variables that can explained by endogenous variables in the structural model. Assess relevance predictive (Q^2) is technique taking systematic sample in predict on each indicator data moment done reflective model measurements to endogenous variables. Furthermore, that is carry out hypothesis testing. In hypothesis testing if mark significance (*p-value*) is smaller the same with 0.05 then influence between variable significant. Whereas if mark significance (*p-value*) bigger of 0.05 then influence between variable no significant.

3. Result
This study uses as many as 250 respondent data, next processed with use Smart PLS 3 for test validity convergent, validity discrimination and reliability internal consistency.

Validity test Convergence and Validity Discriminant
Validity test convergent carried out on 250 data. Table. 1 shows validity test result convergent that shows that mark from *factor loading* all over indicator declared valid, namely ≥ 0.5. The PR.03 indicator has the highest value that is amounted to 0.940 whereas lowest indicator namely IA.04 worth 0.838. Whereas if seen based on with AVE value, all construct study declared valid because own value ≥ 0.5.

Tabel 1. Convergent Validity Test Result.

Constuct	Indicator	Factor Loading	AVE
Purchase Intention	PI.01	0.901	0.806
	PI.02	0.890	
	PI.03	0.900	
	PI.04	0.901	
Escalating Brand	EB.01	0.856	0.765
	EB.02	0.862	
	EB.03	0.914	
	EB.04	0.865	
Hedonic Motivation	HM.01	0.876	0.789
	HM.02	0.913	
	HM.03	0.875	
Interactivity	IA.01	0.865	0.754
	IA.02	0.872	
	IA.03	0.912	
	IA.04	0.838	
	IA.05	0.852	
Performance Expectancy	PE.01	0.852	0.757
	PE.02	0.882	
	PE.03	0.889	
	PE.04	0.858	
Informativeness	IT.01	0.860	0.772
	IT.02	0.865	
	IT.03	0.889	
	IT.04	0.910	
	IT.05	0.869	
Habit	HB.01	0.911	0.823
	HB.02	0.938	
	HB.03	0.872	
Perceived Relevance	PR.01	0.872	0.842
	PR.02	0.939	
	PR.03	0.940	

Second validity test that is validity discriminant. In validity testing discriminants are considered that is Fornell-Lacker criteria. If mark root AVE squared in each construct bigger from mark correlation between construct in the model, then the model can said have mark validity good discriminant (Fornell and Larker, 1981). The results show that every construct declared valid because own mark root more AVE squared big if compared to with correlation mark construct other. One of them that is mark root AVE squared on the construct *Escalating Brand* of 0.874. that value bigger if compared to with Another construct, namely *Habit* (0.525), *Hedonic Motivation* (0.400), *Informativeness* (0.524), *Interactivity* (0.541), *Perceived Relevance* (0.530), *Performance Expectancy* (0.535) and *Purchase Intention* (0.577).

Tabel 2. Discriminant Validity Test Result.

Variabel	EB	HB	HM	IT	IA	PR	PE	PI
EB	**0.874**							
HB	0.525	**0.907**						
HM	0.400	0.496	**0.888**					
IT	0.524	0.690	0.545	**0.879**				
IA	0.541	0.655	0.502	0.807	**0.868**			
PR	0.530	0.751	0.582	0.803	0.658	**0.918**		
PE	0.535	0.681	0.536	0.823	0.803	0.745	**0.870**	
PI	0.577	0.346	0.434	0.345	0.477	0.477	0.354	**0.898**

Reliability Test *Cronbach's Alpha*
This study using reliability testing *Cronbach alpha.* Based on *Cronbach alpha* value on each variable will said reliable if above 0.6. Reliability test results in the study this is in every variable stated reliable because each one has it mark above 0.6. Variable with mark reliability Lowest that is *Hedonic Motivation* (HM) is worth 0.866, meanwhile variables that have mark reliability highest that is *Informativeness* (IA) is 0.926.

Structural Model Evaluation
This study did structural model evaluation aim for learn that model is used supported or in accordance with data. In structural model evaluation There is a number of necessary aspects for noticed that is coefficient determination (R^2), relevance predictive (Q^2), and *path coefficient test* (analysis track). Coefficient value determination (R^2) shows how much Lots variables that can explained by endogenous variables in the structural model. If R2 value $\leq$ 0.25 (25%) means own weak relationship, if 0.26 - 0.74 (26% -74%) means moderate/ moderate, and if $\geq$ 0.75 (75%) then it means big / strong. Assess relevance predictive (Q^2) is technique taking systematic sample in predict on each indicator data moment done reflective model measurements to endogenous variables. If Q value ^{2} shows > 0 then variables and data can predict model with good. Meanwhile in analysis track if mark significance (*p-values*) smaller the same with of 0.05 (significance at 5%) then hypothesis study accepted.

Table. 3 Results of Structural Model Analysis.

Variable	R^2	Q^2
Hedonic Motivation	0.252	0.190
Performance Expectancy	0.751	0.559
Purchase Intention	0.434	0.332

From table results structural model analysis showing that R value ^{2} For hedonic motivation is amounted to 25.2% which means amounting to 25.5 % variables free on research This explain variable hedonic motivation. Whereas amounting to 75.1 % variables free on research This explain variable performance expectancy and 43.4 % explained variable purchase intention. Q ^{2} value on the variable hedonic motivation is amounted to 0.190 while in the variable performance expectancy 0.559 and variable purchase intention 0.332. Q ^{2} value for the variables is > 0 which

means that variable hedonic motivation, performance expectancy and purchase intention can predict model with good.

4. Discussion

Use increasingly digital marketing and social media increase in a way positive influence on attitudes consumer to shop online with increasing market share centered on digital sales. Content presented for marketing own role important in success communication marketing.

H1: Interactivity influential positive to motivation hedonistic related social media advertising.
Interactivity influential positive to motivation hedonistic related social media advertising. Test results in research this showing that mark *p-value* for hypothesis second is 0.000 which means not enough from mark significance is 0.05 then H1 is accepted. So that besides give influence to expectation performance interactivity also matters to motivation hedonistic related with advertisement social media. This research supports what was researched by Lee (2006), where there is a strong relationship between interactivity and the enjoyment felt by customers towards e-commerce. Yang (2013) in his research also shows that the level of intrinsic motivation is largely correlated with the level of interactivity on social media websites.

H2: Motivation hedonistic will influential positive to intention buy consumer to products presented in social media advertising.
Motivation hedonistic will influential positive to intention buy consumer to products presented in social media advertising. Results of tests carried out on the hypothesis third showing mark *p-value* of 0.001 which is significant smaller from mark significance namely 0.05 then H2 in the research this accepted. The results of this research support previous research conducted by Jung (2016) that there is a strong correlation between entertainment and customer attitudes towards social media advertising in South Korea. Shareef's (2017) research also proves that empirically there is an impact of intrinsic motivation (entertainment) on the value of social media advertising and customer attitudes. So that motivation hedonistic influence intention buy consumer to product Erigo served in social media advertising.

H3: Interactivity will influential positive to intention buy customer to products presented in social media advertising.
Interactivity will influential positive to intention buy customer to products presented in social media advertising. Based on from results testing in research This hypothesis fourth own mark *p-value* of 0.170 which is significant that bigger from mark significance is 0.05 so H3 is rejected. Hence the interactivity No influential to intention buy customer to product Erigo served in social media advertising. The results obtained from this research are not in line with research conducted by Wang (2013) which proves that interactivity has an important role in shaping customers' online purchasing behavior. Chen, et al (2010) in their research also showed that social media customers tend not to trust the security of purchases made online if the targeted website is less interactive.

H4: Interactivity influential positive to expectation performance related social media advertising.
Interactivity influential positive to expectation performance related social media advertising. Hypothesis fifth about influence interactivity to expectations performance showing results *p-*

value 0.000 which means not enough from mark significance is 0.05 then H4 is accepted. Although on a hypothesis third showing that interactivity no give influence to intention buy customers, will but hypothesis fourth supported that interactivity influence expectation performance related with advertising on social media. Similar research conducted by Voorveld (2013) and Yoo (2010) shows that interactivity on websites has an important role in influencing customer perceptions and behavior in online stores.

H5: Performance expectations will influential positive to intention buy customer to products presented in social media advertising.
Performance expectations will influential positive to intention buy customer to products presented in social media advertising. Based on from results testing carried out on hypotheses fifth showing mark *p-value* 0.772 which is significant bigger from mark significance 0.05. Then H5 is rejected, which means that expectation performance No influence intention buy customer to products presented in social media advertising. However, the results of this research contradict several previous studies such as those conducted by Ahn (2005) which found that online purchases, customers' attitudes and intentions to buy from online stores were largely influenced by the benefits they felt in online advertising. Lin and Kim (2016) also prove that there are benefits felt by customers regarding social media advertising and purchase intentions. There is a strong correlation between advertising value and customer attitudes towards social media advertising.

H6: Informativeness influential positive to expectation performance related social media advertising.
Informativity influential positive to expectation performance related social media advertising. Hypothesis sixth in the study This submit influence informativeness to expectation performance. The test results show mark *p-value* 0.000 which means smaller from mark significance, then H6 is accepted. So that although informativeness no influence intention buy will but informativeness influential to expectation performance related with social media advertising. This research is supported by the results of research conducted by Taylor (2011) which shows that informativeness is one of the aspects of advertising effectiveness which largely shapes customer attitudes towards social media advertising. Social media advertising presents the most up-to-date and comprehensive information so that customers consider advertising on social media to be useful. In his research, Logan (2012) emphasized that the role of informativeness is the strongest factor that can increase customer perceptions of advertising value.

H7: Informativeness influential positive to intention buy consumer to products presented in social media advertising.
Informativity influential positive to intention buy consumer to products presented in social media advertising. Influence informativeness of intentions buy in study this submitted to the hypothesis the seventh has mark *p-value* 0.301 which is significant bigger from mark significance is 0.05 so H7 is rejected. So informativeness no own influence to intention buy consumer to product Erigo served in social media advertising. In research conducted by Taylor (2011), the results showed that there was a positive relationship between informativeness and customer attitudes. Lee and Hong (2016) also empirically prove that there is a positive role of informativeness in customer

reactions to social media advertisements, and in customer intentions to purchase products presented in social media advertisements.

H8: Perceived relevance will influential positive to expectation performance related social media advertising.
Perceived relevance will influential positive to expectation performance related social media advertising. Based on with research test results This is a hypothesis eighth own mark *p-value* of 0.000 which is significant smaller than mark significance is 0.05 then H8 is accepted. So that perceived relevance influential positive to expectation performance related with social media advertising. This hypothesis supports research conducted by Pechmann and Stewart (1990) that as long as customers feel that the advertisement presented is related and relevant to the customer's needs, interests and preferences, they will evaluate the advertisement positively and find it more useful. That is a positive correlation between the level of personalization present on the targeted website and the level of perceived usefulness on the website.

H9: Perceived relevance will influential positive to intention buy customer to products presented in social media advertising.
Perceived relevance will influential positive to intention buy customer to products presented in social media advertising. On social media platforms advertiser assessed more capable adapt type message and content will uploaded in accordance with preference their customer. Hypothesis ninth in the study This submit influence relevance to intention buy. *P*-value from analysis test results track of 0.000 which is significant smaller from mark significance so H9 is accepted. Hence the perceived relevance influential positive to intention buy customer to product Erigo served in social media advertising. Zhu and Chang (2016) have conducted a study that supports the suggested role of relevance on customer perceptions and intentions. Ali Abdalah (2018) in his study also showed that as long as customers feel that social media advertisements are related to their own preferences and interests, they will be more likely to buy the products presented in social media advertisements.

H10: Habit will influential positive to intention buy consumer to products presented in social media advertising.
Habit will influential positive to intention buy consumer to products presented in social media advertising. Hypothesis tenth in research This own *p-value* test results of 0.069 which is significant bigger from mark significance so H10 is rejected. So, habit no own influence to intention buy consumer to product Erigo served in social media advertising. The results of this research are in contrast to similar research conducted by Alalwan (2017), which shows that based on customers' daily interactions with social media platforms, they will tend to have habits towards these platforms and most of the marketing activities found on these platforms. Ali Abdallah (2018) also in his research shows that customers who are familiar with social media advertisements are more likely to be influenced by these advertisements and have positive reactions to these advertisements.

H11: Viral brands are perceived capable strengthen or weaken feature social media advertising to intention buy customer.

Viral brands are perceived capable strengthen or weaken feature social media advertising (motivation hedonic, interactivity, expectations performance, informativeness, relevance and custom) to intention buy customer. Hypothesis eleventh done with testing use effect moderation. The resulting moderation value (p-*value)* from viral brands are of 0.394 for motivation hedonist; 0.182 for interactivity; 0.109 for expectation performance; 0.268 for informativeness; 0.512 for relevance and 0.377 for habit. Value moderation the smaller from 0.05 so can concluded that viral brands don't significant moderate feature social media advertising (motivation hedonic, interactivity, expectations performance, informativeness, relevance and custom) towards intention buy customer on the product Erigo served in social media advertising.The results of this research are not supported by research conducted by Ferguson (2008), whose research shows that customers tend to respond to advertisements if the advertisement comes from a company they know. Research conducted by Evans (2008) also shows that companies that use social media platforms can promote their brands and create customer awareness which then converts it into purchase intention.

5. Conclusion

Based on with formulation problems prepared in the research This that is for now factors. What that's the only thing that influences it intention buy consumer to product Erigo served in social media advertising. A total of 250 respondents participated in study This was followed by 76.80% of women and 23.20% of men showing results that habits, expectations performance, interactivity and informativeness obtained by respondents from the product Erigo served in social media advertising no influence intention buy they as consumer.

However, test results shown in the research this that is that they are the respondents will affect intention buy it to product Erigo caused they feel relevant with product Erigo. Not only consequence relevance, based study this motivation hedonism also influences intention buy consumer. Because moment this is social media part big considered as place new for people to find fun and entertainment so that own motivation hedonist. Motivation hedonistic own role important in predict reactions and perceptions customer to product Erigo featured on social media ads.

Erigo products have recently become one of the brands that have gone viral because of the advertisements they present on social media. Erigo holding hands a number of *influencers* famous homeland to the 2021 New York Fashion Week event as well share that moment to Instagram owned by, they this matters Enough interesting users' attention Instagram for follow activity they're at NYFW until join in buy their products launch (Nastiti, 2021). However, after a moderation test was carried out viral brands don't significant can influence motivation hedonic, interactivity, expectations performance, informativeness, relevance and custom to intention buy customers on the product Erigo.

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