

ABSTRACT

PENGARUH VIRAL MARKETING DAN SOCIAL MEDIA MARKETING TERHADAP PURCHASE DECISION DI MEDIASI PERCEIVED QUALITY DAN BRAND IMAGE (Studi pada Pengguna Tiktok Shop)

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This study aims to identify and analyze the effects of viral marketing and social media marketing on purchase decisions: The mediating roles of perceived quality and brand image on TikTok Shop in Indonesia. This study uses a survey method with a quantitative approach involving 295 respondents, analyzed using Structural Equation Modeling (SEM). The results indicate that: (1) viral marketing affects perceived quality, (2) viral marketing affects brand image, (3) social media marketing affects perceived quality, (4) social media marketing affects brand image, (5) perceived quality affects purchase decisions, (6) brand image affects purchase decisions, (7) perceived quality can mediate the effect of viral marketing on purchase decisions, (8) brand image can mediate the effect of viral marketing on purchase decisions, (9) perceived quality can mediate the effect of social media marketing on purchase decisions, (10) brand image can mediate the effect of social media marketing on purchase decisions.

Keywords: *Viral Marketing, Social Media Marketing, Perceived Quality, Brand Image, Purchase Decision.*

ABSTRAK

PENGARUH *VIRAL MARKETING* DAN *SOCIAL MEDIA MARKETING* TERHADAP *PURCHASE DECISION* DI MEDIASI *PERCEIVED QUALITY* DAN *BRAND IMAGE* (Studi pada Pengguna Tiktok Shop)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis *viral marketing* dan *social media marketing* terhadap *purchase decision*: Peran mediasi *perceived quality* dan *brand image* pada Tiktok Shop di Indonesia. Penelitian ini menggunakan metode survey dengan pendekatan kuantitatif pada 295 responden, yang dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa: (1) *viral marketing* berpengaruh terhadap *perceived quality*, (2) *viral marketing* berpengaruh terhadap *brand image*, (3) *social media marketing* berpengaruh terhadap *perceived quality*, (4) *social media marketing* berpengaruh terhadap *brand image*, (5) *perceived quality* berpengaruh terhadap *purchase decision*, (6) *brand image* berpengaruh terhadap *purchase decision*, (7) *perceived quality* dapat memediasi *viral marketing* terhadap *purchase decision*, (8) *brand image* dapat memediasi *viral marketing* terhadap *purchase decision*, (9) *perceived quality* dapat memediasi *social media marketing* terhadap *purchase decision*, (10) *brand image* dapat memediasi *social media marketing* terhadap *purchase decision*.

Kata Kunci: *Viral Marketing, Social Media Marketing, Perceived Quality, Brand Image, Purchase Decision*