

***Pengaruh Viral Marketing dan Brand Image Terhadap Keputusan Pembelian  
(Studi Kasus Pada Platform Online Tokopedia)***

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***Abstrak***

*Penelitian ini bertujuan untuk mengetahui (1) Pengaruh Viral Marketing Terhadap Keputusan Pembelian Online Tokopedia, (2) Pengaruh Brand Image Terhadap Keputusan Pembelian Online Tokopedia, dan (3) Pengaruh Viral Marketing dan Brand Image Terhadap Keputusan Pembelian Online Tokopedia. Penelitian ini menggunakan pendekatan kuantitatif. Penelitian ini menggunakan teknik purposive sampling atau pengambilan sampel berdasarkan karakteristik tertentu. Sampel dalam penelitian ini adalah 40 orang Mahasiswa Universitas PGRI Adi Buana Surabaya Program Studi Manajemen Angkatan 2015 Semester Ganjil 2017-2018. Teknik pengumpulan data menggunakan Kuesioner yang telah di uji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah regresi berganda. Berdasarkan hasil penelitian dapat disimpulkan bahwa Viral Marketing dan Brand Image berpengaruh signifikan positif terhadap keputusan Pembelian Online Tokopedia.*

***Kata Kunci : Viral Marketing, Brand Image, Keputusan Pembelian***

*The Influence Of Viral Marketing And Brand Image On Buying  
Decision  
(A Case Study Of Platform Online Tokopedia )*

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***Abstract***

*This research was aimed for knowing : (1) The Influence Of Viral Marketing On Buying Decision Online Tokopedia, (2) The Influence Of Brand Image On Buying Decision Online Tokopedia, and (3) The Influence Of Viral Marketing and Brand Image On Buying Decision Online Tokopedia. This research used quantitative approach by applying data primary. This research used purposive sampling or took the samples based on spesific characteristics. The samples of this research were 40 students of the Faculty Economics at the state University PGRI Adi Buana Surabaya Management Study odd semester 2015 force 2017-2018. Data collection techniques using questionnaires that have been tested for validity and reliability. Data analysis techniques used to answer the hypothesis is multiple regression. Based on the results of this study concluded that the Viral Marketing dan Brand Image velue has a significant positive effect on Buying Decision Online Tokopedia.*

***Keyword : Viral Marketing, Brand Image, Buying Decision***