

ABSTRAK

Ridho Akbar Rifaldi/2000861201159/ Pengaruh Viral Marketing Dan Promosi Penjualan Terhadap Keputusan Pembelian Di Shopee (Studi Kasus Mahasiswa Fakultas Ekonomi Universitas Batanghari)/Pupu Sopini, S.E., M.M selaku pembimbing 1 dan Riko Mappadeceng, S.E., M.M. selaku pembimbing 2.

Pemasar mulai memanfaatkan media elektronik hingga media sosial yang lebih modern. Dalam dunia pemasaran modern, dikenal istilah digital marketing. Munculnya pemasaran berbasis digital marketing perlahan mengubah kebiasaan belanja masyarakat menjadi serba online. Masyarakat tidak perlu repot pergi ke pusat perbelanjaan karena hampir semua kebutuhan dapat dilakukan secara online melalui *e-Commerce*.

Tujuan penelitian ini adalah untuk memperoleh gambaran viral marketing dan promosi penjualan terhadap keputusan pembelian di Shopee, untuk mengetahui pengaruh viral marketing dan promosi penjualan terhadap keputusan pembelian di Shopee secara simultan dan parsial.

Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dan kuantitatif. Metode pengumpulan data yang digunakan adalah observasi (pengamatan), dan kuesioner. Jumlah sampel yang digunakan adalah 92 orang.

Hasil penelitian yang didapatkan secara keseluruhan, variabel Viral Marketing diperoleh skor rata-rata 336,44 dikategorikan tinggi, variabel Promosi Penjualan diperoleh skor rata-rata 339,4 dikategorikan tinggi, dan Keputusan Pembelian diperoleh skor rata-rata 342 dikategorikan tinggi. Berdasarkan hasil Uji-F menunjukkan bahwa variabel Viral Marketing dan Promosi Penjualan secara bersama-sama mempengaruhi Keputusan Pembelian secara signifikan. Berdasarkan hasil Uji-t menunjukkan bahwa variabel Viral Marketing dan Promosi Penjualan berpengaruh positif dan signifikan terhadap Keputusan Pembelian dimana nilai t-hitung (Viral Marketing) = 7,577 dan t-hitung (Promosi Penjualan) = 3,146 masing-masing lebih besar dibandingkan dengan t-tabel = 1,66177.

Kesimpulan penelitian menunjukkan bahwa Viral Marketing dan Promosi Penjualan berpengaruh positif dan signifikan terhadap Keputusan Pembelian baik secara parsial maupun simultan. Saran penelitian ini ialah agar pihak Shopee dapat meningkatkan konten yang sederhana dan menarik, menamahi durasi promosi, dan selalu menyediakan stok barang.

Kata Kunci: Viral Marketing, Promosi Penjualan, Keputusan Pembelian, Belanja Online.

ABSTRACT

Ridho Akbar Rifaldi/2000861201159/ The Influence of Viral Marketing and Sales Promotion on Purchasing Decisions at Shopee (Case Study of Students at the Faculty of Economics, Batanghari University)/Pupu Sopini, S.E., M.M as a advisor 1 dan Riko Mappadeceng, S.E., M.M. as a advisor 2.

Marketers are starting to utilize electronic media to more modern social media. In the world of modern marketing, the term digital marketing is known. The emergence of digital marketing-based marketing is slowly changing people's shopping habits to become completely online. People don't need to bother going to shopping centers because almost all their needs can be done online via e-Commerce.

The purpose of this research is to obtain an overview of viral marketing and sales promotions on purchasing decisions at Shopee, to determine the influence of viral marketing and sales promotions on purchasing decisions at Shopee simultaneously and partially.

The research method used in this research is descriptive and quantitative methods. The data collection methods used are observation and questionnaires. The number of samples used was 92 people.

The overall research results obtained were that the Viral Marketing variable obtained an average score of 336.44, categorized as high, the Sales Promotion variable obtained an average score of 339.4, categorized as high, and Purchasing Decision obtained an average score of 342, categorized as high. Based on the results of the F-Test, it shows that the Viral Marketing and Sales Promotion variables together significantly influence Purchasing Decisions. Based on the t-test results, it shows that the Viral Marketing and Sales Promotion variables have a positive and significant effect on Purchasing Decisions where the t-count (Viral Marketing) = 7.577 and t-count (Sales Promotion) = 3.146 respectively are greater than the t-table = 1.66177.

The research conclusion shows that Viral Marketing and Sales Promotion have a positive and significant effect on Purchase Decisions both partially and simultaneously. The recommendation from this study is that Shopee should enhance simple and attractive content, increase the promotion duration, and always ensure product stock availability.

Keywords: Viral Marketing, Sales Promotion, Purchasing Decision, Online Shopping.