

ABSTRAK

Skripsi dengan judul “Pengaruh *Brand Trust*, *Viral Marketing*, dan *Online Customer Review* Terhadap Keputusan Pembelian *Skincare* Glad2Glow Pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Dini Sekarsari, NIM. 126405211029, pembimbing Wahyu Dwi Warsitasari, M.Pd.

Kata kunci: *brand trust*, *viral marketing*, *online customer review*, dan keputusan pembelian.

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Trust*, *Viral Marketing*, dan *Online Customer Review* Terhadap Keputusan Pembelian *Skincare* Glad2Glow Pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Keputusan pembelian menjadi fokus dalam penelitian ini karena keputusan pembelian merupakan tahap akhir dari proses perilaku konsumen yang sangat penting dalam menentukan keberhasilan suatu produk di pasar. Keputusan ini melibatkan berbagai pertimbangan yang dilakukan oleh konsumen, mulai dari pengenalan kebutuhan, pencarian informasi, hingga evaluasi alternatif sebelum akhirnya memutuskan untuk membeli. Dalam konteks ini, faktor-faktor seperti *brand trust*, *viral marketing*, dan *online customer review* harus diperhatikan oleh perusahaan agar mampu bersaing di pasar.

Metode yang digunakan dalam penelitian ini adalah analisis regresi berganda. Teknik yang digunakan dalam pengambilan sampel pada penelitian ini adalah *accidental sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 384 responden yaitu

mahasiswi Fakultas Ekonomi dan Bisnis Islam Uin Sayyid Ali Rahmatullah Tulungagung.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara variabel *brand trust* terhadap keputusan pembelian, terdapat pengaruh positif dan signifikan antara variabel *viral marketing* terhadap keputusan pembelian, terdapat pengaruh positif dan signifikan antara variabel *online customer review* terhadap keputusan pembelian, dan terdapat pengaruh positif dan signifikan antara variabel *brand trust*, *viral marketing*, dan *online customer review* terhadap keputusan pembelian *skincare* Glad2Glow pada mahasiswi Fakultas Ekonomi dan Bisnis Islam Uin Sayyid Ali Rahmatullah Tulungagung.

ABSTRACT

The thesis entitled "The Influence of Brand Trust, Viral Marketing, and Online Customer Review on Purchase Decisions of Glad2Glow Skincare on Students of the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung" was written by Dini Sekarsari, NIM. 126405211029, supervisor Wahyu Dwi Warsitasari, M.Pd.

Keywords: *brand trust, viral marketing, online customer reviews, and purchasing decisions.*

This study aims to determine the effect of Brand Trust, Viral Marketing, and Online Customer Review on Purchase Decisions of Glad2Glow Skincare on Students of the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University, Tulungagung. Purchase decisions are the focus of this study because purchase decisions are the final stage of the consumer behavior process which is very important in determining the success of a product in the market. This decision involves various considerations made by consumers, starting from recognizing needs, searching for information, to evaluating alternatives before finally deciding to buy. In this context, factors such as brand trust, viral marketing, and online customer reviews must be considered by companies in order to be able to compete in the market.

The method used in this study is multiple regression analysis. The technique used in sampling in this study is accidental sampling. The number of samples used in this study was 384 respondents, namely students of the Faculty of Islamic Economics and Business Uin Sayyid Ali Rahmatullah Tulungagung.

The results of this study indicate that there is a positive and significant influence between the brand trust variable on purchasing decisions, there is a positive and significant influence between the viral marketing variable on purchasing decisions, there is a positive and significant influence between the online customer review variable on purchasing decisions, and there is a positive and significant influence between the brand trust, viral marketing, and online customer review variables on purchasing decisions for Glad2Glow skincare in students of the Faculty of Islamic Economics and Business, Uin Sayyid Ali Rahmatullah Tulungagung.