

ABSTRAK

Skripsi dengan judul “Pengaruh *Viral Marketing* terhadap *Purchase Decision* Produk *Skincare* Skintific pada Generasi Z di Kabupaten Tulungagung melalui *Bandwagon Effect*” ini ditulis oleh Titis Hidayah Indriana, NIM. 126405212159, Program Studi Manajemen Bisnis Syariah, UIN Sayyid Ali Rahmatullah Tulungagung, dengan dosen pembimbing Ibu Ayu Febri Puspitasari, M.AB.

Kata Kunci: *Viral Marketing, Bandwagon Effect, Purchase Decision, Skincare*

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan strategi pemasaran digital, khususnya *viral marketing* yang dimanfaatkan oleh banyak perusahaan untuk meningkatkan *eksposure* produk secara cepat melalui media sosial. Generasi Z sebagai pengguna aktif media sosial sangat responsive terhadap konten viral dan terdorong untuk mengikuti tren. Skintific sebagai salah satu *brand skincare* yang Tengah populer berhasil memanfaatkan *viral marketing* dan *bandwagon effect* dalam mempengaruhi perilaku konsumen, khususnya pada kalangan Generasi Z di Kabupaten Tulungagung.

Tujuan penelitian ini adalah: 1) Untuk menguji pengaruh *viral marketing* terhadap *purchase decision* produk *Skincare* Skintific pada Generasi Z di Kabupaten Tulungagung. 2) Untuk menguji pengaruh *viral marketing* terhadap *bandwagon effect* produk *Skincare* Skintific pada Generasi Z di Kabupaten Tulungagung. 3) Untuk menguji pengaruh *bandwagon effect* terhadap *purchase decision* produk *Skincare* Skintific pada Generasi Z di Kabupaten Tulungagung. 4) Untuk menguji pengaruh *viral marketing* terhadap *purchase decision* produk *Skincare* Skintific Generasi Z di Kabupaten Tulungagung melalui *bandwagon effect*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Populasi penelitian merupakan perempuan yang pernah melakukan pembelian produk Skintific di Kabupaten Tulungagung minimal satu kali dengan rentang usia 13-28 tahun (Generasi Z). Sampel sejumlah 100 orang yang diambil dengan teknik *purposive sampling*. Metode analisis data menggunakan analisis path.

Hasil dari penelitian didapatkan: 1) *Viral marketing* berpengaruh positif signifikan terhadap *purchase decision* produk *Skincare Skintific* pada Generasi Z di Kabupaten Tulungagung. Artinya semakin meningkat *viral marketing* maka *purchase decision* akan semakin meningkat. 2) *Viral marketing* berpengaruh positif signifikan terhadap *bandwagon effect* produk *Skincare Skintific* pada Generasi Z di Kabupaten Tulungagung. Artinya semakin meningkat *viral marketing* maka *bandwagon effect* akan semakin meningkat. 3) *Bandwagon effect* berpengaruh positif signifikan terhadap *purchase decision* produk *Skincare Skintific* pada Generasi Z di Kabupaten Tulungagung. Artinya semakin meningkat *bandwagon effect* maka *purchase decision* akan semakin meningkat. 4) Variabel *bandwagon effect* mampu memediasi *viral marketing* terhadap *purchase decision* produk *Skincare* Skintific pada Generasi Z di Kabupaten Tulungagung.

ABSTRACT

The thesis entitled “The Influence of Viral Marketing on Purchase Decision of Skintific Skincare Products among Generation Z in Tulungagung Regency through Bandwagon Effect as an Intervening Variable.” was written by Titis Hidayah Indriana, NIM. 126405212159, from the Sharia Business Management Study Program, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Mrs. Ayu Febri Puspitasari, M.AB.

Keywords: Viral Marketing, Bandwagon Effect, Purchase Decision, Skincare

This research is motivated by the rapid development of digital marketing strategies, particularly viral marketing, which is utilized by many companies to increase product exposure quickly through social media. Generation Z, as active users of social media, is highly responsive to viral content and tends to follow trends. Skintific, as one of the currently popular skincare brands, has successfully leveraged viral marketing and the bandwagon effect to influence consumer behavior, especially among Generation Z in Tulungagung Regency.

The objectives of this study are: 1. To examine the influence of viral marketing on the purchase decision of Skintific skincare products among Generation Z in Tulungagung Regency, 2. To investigate the effect of viral marketing on the bandwagon effect of Skintific skincare products among Generation Z in Tulungagung Regency, 3. To analyze the impact of the bandwagon effect on the purchase decision of Skintific skincare products among Generation Z in Tulungagung Regency, 4. To determine the influence of viral marketing on the purchase decision of Skintific skincare products among Generation Z in Tulungagung Regency through the bandwagon effect.

This study employs a quantitative approach with an associative research design. The population consists of females aged 13 to 28 years (Generation Z) in Tulungagung Regency who have purchased Skintific products at least once. A sample of 100 respondents was selected using purposive sampling technique. The data analysis method used in this study is path analysis.

The results of the study are as follows: 1. Viral marketing has a significant positive effect on the purchase decision of Skintific skincare products among Generation Z in Tulungagung Regency. This means that the higher the viral marketing, the greater the purchase decision, 2. Viral marketing has a significant positive effect on the bandwagon effect of Skintific skincare products among Generation Z in Tulungagung Regency. This indicates that an increase in viral marketing leads to a stronger bandwagon effect, 3. The bandwagon effect has a significant positive effect on the purchase decision of Skintific skincare products among Generation Z in Tulungagung Regency. This implies that the stronger the bandwagon effect, the higher the purchase decision. 4. The bandwagon effect variable is able to mediate the influence of viral marketing on the purchase decision of Skintific skincare products among Generation Z in Tulungagung Regency.