

ABSTRAK

Skripsi dengan judul "Pengaruh *Viral Marketing*, *Digital Marketing* dan *Brand Awareness* Terhadap Keputusan Pembelian Produk Glad2Glow Pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung" ini ditulis oleh Nurul Amelia Riski Rohmani, mahasiswa Program Studi Manajemen Bisnis Syariah di UIN Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing Badara Shofi Dana, S.E., M.Si.

Kata Kunci: *Viral Marketing*, *Digital Marketing*, *Brand Awareness*, Keputusan Pembelian, Glad2Glow.

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan industri kecantikan di Indonesia yang diikuti dengan meningkatnya pemanfaatan pemasaran digital. Glad2Glow merupakan salah satu merek kosmetik yang aktif menggunakan strategi pemasaran digital dan berhasil menjadi viral pada tahun 2023, meskipun tergolong sebagai merek baru. Di era digital, perilaku konsumen Generasi Z, khususnya mahasiswi, cenderung melakukan pencarian informasi secara online dan dipengaruhi oleh tren media sosial sebelum mengambil keputusan pembelian. Dalam konteks ini, viral marketing, digital marketing, dan brand awareness dipandang sebagai faktor penting yang mendorong terbentuknya keputusan pembelian konsumen.

Penelitian ini bertujuan untuk menganalisis pengaruh viral marketing, digital marketing, dan brand awareness secara parsial maupun simultan terhadap keputusan pembelian produk Glad2Glow pada mahasiswi Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung.

Penelitian menggunakan pendekatan kuantitatif asosiatif dengan teknik purposive sampling terhadap 98 responden yang pernah menggunakan atau mengetahui produk Glad2Glow. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan regresi linier berganda dengan bantuan SPSS.

Hasil penelitian menunjukkan bahwa secara parsial viral marketing tidak berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan digital marketing dan brand awareness berpengaruh positif dan signifikan. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian. Nilai koefisien determinasi (R^2) sebesar 0,483 menunjukkan bahwa 48,3% variasi keputusan pembelian dapat dijelaskan oleh viral marketing, digital marketing, dan brand awareness, sementara sisanya dipengaruhi oleh faktor lain di luar penelitian.

ABSTRACT

The thesis with the title "The Influence of Viral Marketing, Digital Marketing and Brand Awareness on the Decision to Purchase Glad2Glow Products in Students of the Faculty of Islamic Economics and Business UIN Sayyid Ali Rahmatullah Tulungagung" was written by Nurul Amelia Riski Rohmani, a student of the Sharia Business Management Study Program at UIN Sayyid Ali Rahmatullah Tulungagung, Supervisor of Badara Shofi Dana, S.E., M.Si.

Keywords: Viral Marketing, Digital Marketing, Brand Awareness, Purchase Decision, Glad2Glow.

This study was motivated by the rapid development of the beauty industry in Indonesia, which has been accompanied by an increase in the use of digital marketing. Glad2Glow is one cosmetic brand that actively uses digital marketing strategies and went viral in 2023, despite being a relatively new brand. In the digital era, Generation Z consumers, especially female students, tend to search for information online and are influenced by social media trends before making purchasing decisions. In this context, viral marketing, digital marketing, and brand awareness are seen as important factors that drive consumer purchasing decisions.

This study aims to analyze the partial and simultaneous effects of viral marketing, digital marketing, and brand awareness on the purchasing decisions of Glad2Glow products among female students at the Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung.

The study uses an associative quantitative approach with purposive sampling techniques on 98 respondents who have used or are familiar with Glad2Glow products. Data were collected through a questionnaire that had been tested for validity and reliability, then analyzed using multiple linear regression with the help of SPSS.

The results of the study indicate that viral marketing does not have a positive and significant effect on purchasing decisions, whereas digital marketing and brand awareness do have a positive and significant effect. Simultaneously, all three variables have a significant effect on purchasing decisions. The coefficient of determination (R^2) value of 0.483 shows that 48.3% of the variation in purchasing decisions can be explained by viral marketing, digital marketing, and brand awareness, while the rest is influenced by other factors outside the scope of this study.