

ABSTRAK

**Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2022**

Nai Latulmuna

1202018215

Pengaruh *Viral Marketing*, *Celebrity Endorse*, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian *Skincare* Avoskin Serta Tinjauannya Dari Sudut Pandang Islam (Studi pada Generasi Z Kecamatan Cilincing)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Viral Marketing*, *Celebrity Endorse*, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian *Skincare* Avoskin. Populasi penelitian ini adalah Generasi Millennial Kecamatan Cilincing sebanyak 100 responden. Teknik Pengambilan sampel menggunakan Metode *explanatory research* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan metode SPSS (*Statistical Package for the Social*). Hasil penelitian menunjukkan bahwa: (1) *Viral Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) *Celebrity Endorse* berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (5) *Viral Marketing*, *Celebrity Endorse*, Harga dan Kualitas Produk terhadap Keputusan Pembelian *Skincare* Avoskin menurut pandangan Islam sudah sejalan dengan prinsip prinsip Islam.

Kata Kunci: *Viral Marketing*, *Celebrity Endorse*, Harga, Kualitas Produk, dan Keputusan pembelian

ABSTRACT

Faculty of Economics and Business

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Nai Latulmuna

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Effects of Viral Marketing, Celebrity Endorsement, Price, and Product Quality

On Avoskin Skincare Purchase Decisions And Reviews From

Islamic Perspective (Study on Z Generation in Cilincing District)

Abstract Description

This study aims to determine the effect of Viral Marketing, Celebrity Endorsement, Price, and Product Quality on Avoskin Skincare Purchase Decisions. The population of this research is the Millennial Generation in Cilincing District with 100 respondents. Sampling technique using explanatory research method through the distribution of questionnaires. The data analysis method was carried out using the SPSS (Statistical Package for the Social) method. The results showed that: (1) Viral Marketing had a positive and significant effect on purchasing decisions, (2) Celebrity Endorse had a positive and significant effect on purchasing decisions, (3) Price had a positive and significant effect on purchasing decisions, (4) Product Quality had an effect on positive and significant impact on purchasing decisions, (5) Viral Marketing, Celebrity Endorse, Price and Product Quality on Avoskin Skincare Purchase Decisions according to Islamic views are in line with Islamic principles.

Keywords: *Viral Marketing, Celebrity Endorse, Price, Product Quality, and Purchase Decision*