

ABSTRAK

Fakultas Ekonomi Dan Bisnis
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Pengaruh Iklan, *Word Of Mouth*, dan *Viral Marketing* Terhadap Keputusan Pembelian *Online Shopping* Menggunakan Shopee Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas YARSI).

126 halanan + 126 halaman + 18 tabel + 6 gambar + 13 lampiran

Uraian Abstrak

Penelitian ini tentang Pengaruh Iklan, *Word Of Mouth*, dan *Viral Marketing* Terhadap Keputusan Pembelian *Online Shopping* Menggunakan Shopee. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden pada mahasiswa Universitas YARSI, Fakultas Ekonomi dan Bisnis. Data dikumpulkan dengan metode *suvey* menggunakan kuesioner, metode analisis data adalah menggunakan Analisis Regresi Linaer Berganda. Hasil uji penelitian menunjukkan bahwa Iklan berpengaruh positif dan signifikan terhadap Keputusan Pembelian. *Word Of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. *Viral Marketing* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hal ini menunjukkan bahwa variabel iklan (X1), *word of mouth* (X2), *viral marketing* (X3) secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) Menurut sudut pandang Islam bahwa iklan, promosi dan *viral marketing* terhadap keputusan pembelian semua hal tersebut dapat memiliki pengaruh baik terhadap keterikatan konsumen dan penjual jika didasari aturan syari'at islam, dan rasa syukur kepada Allah SWT.

Kata Kunci: Iklan, *Word Of Mouth*, *Viral Marketing*, Keputusan Pembelian, Analisis Regresi Linaer Berganda

ABSTRAC

Faculty of Economics And Business

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The Influence of Advertising, Word Of Mouth, and Viral Marketing on the Decision to Purchase Online Shopping Using the Shopee and Its Overview from an Islamic Point of View (Case Study of Students of the Faculty of Economics and Business, YARSI University).

126 pages + 126 pages + 18 tables + 6 pictures + 13 attechments

Abstract Description

This study is about the Effect of Advertising, Word Of Mouth, and Viral Marketing on Online Shopping Purchase Decisions Using the Shopee. The number of samples used in this study were 100 respondents at YARSI University students, Faculty of Economics and Business. The data were collected by using a survey method using a questionnaire, the method of data analysis is using Multiple Linear Regression Analysis. The results of research tests show that advertising has a positive and significant effect on purchasing decisions. Word Of Mouth has a positive and significant effect on purchasing decisions. Viral Marketing has a positive and significant effect on Purchasing Decisions. This shows that the advertising (X1), word of mouth (X2), and viral marketing (X3) variables simultaneously have a positive and significant effect on purchasing decisions (Y). According to the Islamic point of view, advertising, promotion and viral marketing on purchasing decisions can all have a good influence on consumer and seller engagement if it is based on Islamic syari'at rules, and gratitude to Allah SWT.

Keywords: *Advertising, Word Of Mouth, Viral Marketing, Purchasing Decisions, Multiple Linear Regression Analysis*