

ABSTRAK

PENGARUH *VIRAL MARKETING* DAN KESADARAN MEREK TERHADAP MINAT BELI DENGAN KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi Pada Konsumen Kopi Janji Jiwa Di Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *Viral marketing* berpengaruh terhadap minat beli, 2) Kesadaran merek berpengaruh terhadap minat beli, 3) Kepercayaan konsumen memediasi pengaruh *viral marketing* terhadap minat beli, 4) Kepercayaan konsumen memediasi pengaruh kesadaran merek terhadap minat beli. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner terkait *viral marketing*, kesadaran merek, minat beli, dan kepercayaan konsumen kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi SmartPLS 3.3.3. Hasil penelitian menunjukkan bahwa: 1) *Viral marketing* tidak berpengaruh terhadap minat beli, 2) Kesadaran merek berpengaruh terhadap minat beli, 3) Kepercayaan konsumen tidak memediasi pengaruh *viral marketing* terhadap minat beli, 4) Kepercayaan konsumen memediasi pengaruh kesadaran merek terhadap minat beli.

Kata kunci: *Viral Marketing*, Kesadaran Merek, Minat Beli, Kepercayaan Konsumen.

ABSTRACT

**THE EFFECT OF VIRAL MARKETING AND BRAND AWARENESS
TOWARDS PURCHASE INTENTION WITH CONSUMER TRUST AS
MEDIATING VARIABLE**

Studies on Kopi Janji Jiwa Consumers in Special Region of Yogyakarta

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This study aims to determine whether: 1) Viral marketing has an effect on purchase intention, 2) Brand awareness has an effect on purchase intention, 3) Consumer trust mediates the effect of viral marketing on purchase intention, 4) Consumer trust mediates the effect of brand awareness on purchase intention. The sampling technique used purposive sampling. The data were obtained by distributing questionnaires related to viral marketing, brand awareness, purchase intention, and consumer trust to 100 respondents. The data analysis technique in this research is Partial Least Square using the SmartPLS 3.3.3 application. The results showed that: 1) Viral marketing has no effect on purchase intention, 2) Brand awareness affects purchase intention, 3) Consumer trust does not mediate the effect of viral marketing on purchase intention, 4) Consumer trust mediates the effect of brand awareness on purchase intention.

Keywords: Viral Marketing, Brand Awareness, Purchase Intention, Consumer Trust.