

**ABSTRAK**

**PENGARUH VIRAL MARKETING, INFLUENCER CREDIBILITY DAN  
ONLINE CUSTOMER RATING TERHADAP KEPUTUSAN  
PEMBELIAN PRODUK LABORE**

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2025

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *viral marketing*, *influencer credibility* dan *online customer rating* secara bersama-sama terhadap keputusan pembelian produk Labore, (2) pengaruh *viral marketing* terhadap keputusan pembelian produk Labore, (3) pengaruh *influencer credibility* terhadap keputusan pembelian produk Labore, (4) pengaruh *online customer rating* terhadap keputusan pembelian produk Labore. Populasi penelitian adalah seluruh konsumen produk Labore. Sampel yang berjumlah 101 responden diambil dari sebagian konsumen produk Labore dengan kriteria: (1) pernah melakukan pembelian produk *skincare* Labore minimal 1 kali, (2) berdomisili di Daerah Istimewa Yogyakarta, (3) pernah melihat iklan dan *review online* produk Labore. Data primer dikumpulkan menggunakan kuesioner, kemudian diuji validitas dan reliabilitas. Analisis data dilakukan dengan regresi linear berganda menggunakan SPSS versi 29. Temuan penelitian mengungkapkan bahwa: (1) *viral marketing*, *influencer credibility* dan *online customer rating* secara bersama-sama berpengaruh terhadap keputusan pembelian produk Labore, (2) *viral marketing* berpengaruh positif terhadap keputusan pembelian produk Labore, (3) *influencer credibility* tidak berpengaruh terhadap keputusan pembelian produk Labore, (4) *online customer rating* berpengaruh positif terhadap keputusan pembelian produk Labore.

Kata kunci: *viral marketing*, *influencer credibility*, *online customer rating*, keputusan pembelian.

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This study aims to determine: (1) the combined effect of viral marketing, influencer credibility, and online customer ratings on the decision to purchase Labore products, (2) the effect of viral marketing on the decision to purchase Labore products, (3) the effect of influencer credibility on the decision to purchase Labore products, (4) the effect of online customer ratings on the decision to purchase Labore products. The research population consists of all consumers of Labore products. A sample of 101 respondents was taken from a portion of Labore product consumers with the following criteria: (1) have purchased Labore skincare products at least once, (2) reside in the Special Region of Yogyakarta, (3) have seen advertisements and online reviews of Labore products. Primary data was collected using a questionnaire, then tested for validity and reliability. Data analysis was conducted using multiple linear regression with SPSS version 29. The research findings reveal that: (1) viral marketing, influencer credibility, and online customer ratings collectively influence the decision to purchase Labore products, (2) viral marketing has a positive effect on the decision to purchase Labore products, (3) influencer credibility does not influence the decision to purchase Labore products, (4) online customer ratings have a positive effect on the decision to purchase Labore products.

**Keywords:** viral marketing, influencer credibility, online customer rating, purchasing decision