

ABSTRAK

**PERAN VIRAL MARKETING DAN BELANJA ONLINE GENERASI Z
PADA KEPUASAN KONSUMEN SEPATU HOLDSTUFF.IDN DENGAN
KEPERCAYAAN SEBAGAI MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *Viral Marketing* terhadap Kepuasan Konsumen, (2) pengaruh Belanja *Online* terhadap Kepuasan Konsumen, (3) pengaruh *Viral Marketing* terhadap Kepercayaan, (4) pengaruh Belanja *Online* terhadap Kepercayaan, (5) pengaruh Kepercayaan terhadap Kepuasan Konsumen, (6) pengaruh *Viral Marketing* terhadap Kepuasan Konsumen melalui Kepercayaan sebagai mediasi, (7) pengaruh Belanja *Online* terhadap Kepuasan Konsumen melalui Kepercayaan sebagai mediasi. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menggunakan kuesioner kepada 105 responden. Teknik analisis data menggunakan *Partial Least Square* dengan menggunakan Smart PLS 3.0. Hasil yang diperoleh menunjukkan bahwa: (1) *Viral Marketing* berpengaruh terhadap Kepuasan Konsumen, (2) Belanja *Online* berpengaruh terhadap Kepuasan Konsumen, (3) *Viral Marketing* berpengaruh terhadap Kepercayaan, (4) Belanja *Online* berpengaruh terhadap Kepercayaan, (5) Kepercayaan berpengaruh terhadap Kepuasan Konsumen, (6) *Viral Marketing* berpengaruh terhadap Kepuasan Konsumen melalui Kepercayaan sebagai mediasi parsial, (7) Belanja *Online* berpengaruh terhadap Kepuasan Konsumen melalui Kepercayaan sebagai mediasi parsial.

Kata Kunci: viral marketing, belanja *online*, kepercayaan, kepuasan konsumen.

ABSTRACT

***THE ROLE OF VIRAL MARKETING AND ONLINE SHOPPING OF
GENERATION Z ON CONSUMER SATISFACTION OF HOLDSTUFF.IDN
SHOES WITH TRUST AS A MEDIATION***

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This study aims to determine: (1) the effect of Viral Marketing on consumer Satisfaction, (2) the effect of Online Shopping on consumer Satisfaction, (3) the effect of Viral Marketing on Trust, (4) the effect of Online Shopping on Trust, (5) the effect of Trust on consumer Satisfaction, (6) the effect of Viral Marketing on consumer Satisfaction through Trust as a mediation, (7) the effect of Online Shopping on consumer Satisfaction through Trust as a mediatin. The sampling technique used purposive sampling. The Data were obtained using questionnaire to 105 respondents. The data analysis technique used Partial Least Square with Smart PLS 3.0. The results obtained showed that: (1) Viral Marketing had an effect on consumer Satisfaction, (2) Online Shopping had an effect on consumer Satisfaction, (3) Viral Marketing had an effect on Trust, (4) Online Shopping had an effect on Trust, (5) Trust had an effect on consumer Satisfaction, (6) Viral Marketing had an effect on consumer Satisfaction through Trust as a partial mediation, (7) Online Shopping had an effect on consumer Satisfaction through Trust as a partial mediation.

Keywords: viral marketing, online shopping, trust, consumer satisfaction.