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**PENGARUH *VIRAL MARKETING* DAN *INFLUENCER MARKETING*
TERHADAP *PURCHASE INTENTION* AKUN TIKTOK @somethincofficial**

SKRIPSI

Diajukan untuk Persyaratan Penelitian dan Penulisan Skripsi sebagai Bagian dari
Syarat Memperoleh Gelar Sarjana Program Studi
Bisnis Digital



Oleh

Fransiska Perintis Br Lumban Gaol

1904848

**PROGRAM STUDI BISNIS DIGITAL
KAMPUS TASIKMALAYA
UNIVERSITAS PENDIDIKAN INDONESIA
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Oleh
Fransiska Perintis Br Lumban Gaol

Diajukan untuk memenuhi sebagian dari Persyaratan Memperoleh Gelar Sarjana
Bisnis Program Studi Bisnis Digital

Fransiska Perintis Br Lumban Gaol
Universitas Pendidikan Indonesia
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FRANSISKA PERINTIS BR LUMBAN GAOL

**PENGARUH VIRAL MARKETING DAN INFLUENCER MARKETING
TERHADAP PURCHASE INTENTION AKUN TIKTOK @Somethincofficial**

disetujui dan disahkan oleh dosen pembimbing:

Pembimbing I



Btari Mariska Purwaamijaya, S.H., M.M.

NIP. 920200119901015201

Pembimbing II



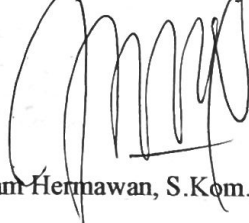
Syti Sarah Maesaroh., S.P., M.M

NIP. 920190219900625201

Mengetahui,

Ketua Program Studi S1 Bisnis Digital UPI

Kampus Tasikmalaya



Adan Hennawan, S.Kom., MBA

NIP. 920190219930105101

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ABSTRAK

Oleh

Fransiska Perintis Br Lumban Gaol

Platform media sosial terus membantu industri sebagai promotor media untuk calon pelanggannya. Penelitian ini bertujuan untuk mengetahui pengaruh *viral marketing* dan *influencer marketing* terhadap *purchase intention* produk Somethinc pada akun TikTok @somethincofficial. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data menggunakan metode survei. Instrumen penelitian menggunakan kuesioner yang disebarakan melalui Google Form. Jumlah sampel dalam penelitian ini adalah 414 responden yang merupakan *followers* TikTok @somethincofficial. Teknik analisis yang digunakan adalah analisis deskriptif dan analisis linier berganda. Hasil penelitian ini menunjukkan bahwa *viral marketing* dan *influencer marketing* berpengaruh terhadap *purchase intention* pada akun TikTok @somethincofficial. *Viral marketing* dan *influencer marketing* juga secara simultan berpengaruh terhadap *purchase intention*. Berdasarkan hasil uji koefisien determinasi kemampuan variabel independen (*viral marketing* dan *influencer marketing*) dalam penelitian ini mempengaruhi variabel dependen sebesar 54%, sedangkan sisanya sebesar 46% ($1 - 0,540$) dijelaskan oleh variabel lain selain variabel independen dalam penelitian.

Kata Kunci: *Viral marketing, Influencer marketing, Purchase Intention, TikTok*

**THE INFLUENCE OF VIRAL MARKETING AND INFLUENCER
MARKETING ON THE PURCHASE INTENTION OF TIKTOK
@somethincofficial ACCOUNT**

ABSTRACT

by

Fransiska Perintis Br Lumban Gaol

Social media platforms continue to help the industry as a media promoter for its potential customers. This study aims to find out the influence of viral marketing and influencer marketing on TikTok on the purchase intention of Somethinc products. This study used a quantitative approach with data collection using survey methods. The research instrument used a questionnaire disseminated through a Google Form. The number of samples in this study was 414 respondents who were followers of TikTok @somethincofficial. The analysis techniques used are descriptive analysis and multiple linear analysis. The results of this study show that viral marketing and influencer marketing affect purchase intention on TikTok @somethincofficial accounts. Viral marketing and influencer marketing also simultaneously affect purchase intention. Based on the results of the coefficient of determination test, the ability of independent variables (viral marketing and influencer marketing) in this study affects the dependent variable by 54%, while the remaining 46% ($1 - 0.540$) is explained by variables other than independent variables in the study.

Keyword: Viral marketing, Influencer marketing, Purchase Intention, TikTok

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