

ABSTRAK

PENGARUH *VIRAL MARKETING* DAN LOKASI TERHADAP KEPUTUSAN PEMBELIAN MIE GACOAN DI BANDAR LAMPUNG

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Di era perkembangan industri 4.0 sekarang ini dunia bisnis mengalami perkembangan yang sangat pesat dan cepat, salah satu bisnis yang mendominasi adalah bisnis kuliner. Di Indonesia kini mulai banyak restoran yang menawarkan produk makanan yang bisa terbilang unik, salah satunya adalah Mie Gacoan. Tujuan dilakukannya penelitian ini untuk mengetahui pengaruh *viral marketing* dan lokasi terhadap keputusan pembelian mie gacoan. Populasi dalam penelitian ini adalah konsumen mie gacoan serta penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling* dan didapatkan responden sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa *viral marketing* dan lokasi secara parsial maupun simultan berpengaruh signifikan terhadap keputusan pembelian mie gacoan di Bandar Lampung.

Kata kunci : *viral marketing*, lokasi, keputusan pembelian

ABSTRACT

THE INFLUENCE OF VIRAL MARKETING AND LOCATION ON PURCHASING DECISIONS FOR GACOAN NOODLES IN BANDAR LAMPUNG

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In the era of industrial development 4.0 now the world business world is experiencing development very rapidly and quickly, one of the dominating businesses is the culinary business. In Indonesia, there are now many restaurants that offering food products that can be considered unique, one of which is Mie Gacoan. Gacoan. The purpose of this study was to determine the effect of viral marketing and location on purchasing decisions for gacoan noodles. Population in This research is a consumer of Gacoan noodles and this research uses a quantitative method with a purposive technique. quantitative method with purposive sampling technique and obtained 100 respondents. respondents as many as 100 respondents. The results of this study indicate that viral marketing and location partially or simultaneously have a significant effect on purchasing decisions for gacoan noodles in Bandar Lampung. on purchasing decisions for gacoan noodles in Bandar Lampung.

Keyword : viral marketing, location, purchasing buying