

ABSTRACT

THE EFFECT OF INFLUENCER MARKETING, VIRAL MARKETING, AND EASE OF PURCHASE PROCESS ON PRODUCT PURCHASE DECISION ON THE PLATFORM

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The purpose of the study was to examine the effect of Influencer Marketing, Viral Marketing, and the Ease of Purchase Process on Product Purchase Decisions on the TikTok platform. This research was a quantitative causal study. The sample size determination in this study used a nonprobability sampling method. Nonprobability sampling is a sample determination technique based on certain considerations. The sample size depends on the number of indicators used in all variables. The sample size was the same as the number of indicators multiplied by 5-10. In this study, the sample size was 190, calculated using Hair's formula. The data analysis was conducted using Partial Least Squares (PLS). The result of this study indicated a positive influence of Influencer Marketing (X1) on Purchase Decision (Y), Viral Marketing (X2) on Purchase Decision (Y), and Ease of Purchase Process (X3) on Product Purchase Decision (Y).

Keywords: Influencer Marketing, Viral Marketing, Ease of Purchase Process, Product Purchase Decision

