

ABSTRAK

Penelitian ini merupakan studi kuantitatif yang menggunakan metode survei. Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh *Viral Marketing*, *Influencer Marketing* dan *Brand Image* pada aplikasi tiktok terhadap keputusan pembelian pada produk Maybelline. Penelitian dilakukan terhadap mahasiswi Universitas Dharma Andalas. Populasi dalam penelitian berjumlah 1.266 orang. Data diperoleh melalui kuesioner dan hasil analisisnya akan dipresentasikan dalam bentuk tabel. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan jenis metode *purposive sampling* dengan kriteria responden adalah mahasiswi aktif Universitas Dharma Andalas, mempunyai aplikasi Tiktok, sudah memfollow akun Tiktok Maybelline, konsumen produk Maybelline. Ukuran sampel dihitung menggunakan software Rao Soft Sample Size Calculator sehingga sampel dalam penelitian berjumlah 125 responden. Hasil penelitian secara menunjukkan variabel *Viral Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel *Influencer Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian, serta variabel *Viral Marketing*, *Influencer Marketing* dan *Brand Image* berpengaruh positif signifikan terhadap keputusan pembelian.

Kata Kunci: *Viral Marketing*, *Influencer Marketing*, *Brand Image*, Keputusan Pembelian

ABSTRACT

This research is a quantitative study using the survey method. This research was conducted to determine the effect of Viral Marketing, Influencer Marketing and Brand Image on the tiktok application on purchasing decisions on Maybelline products. The research was conducted on female students of Dharma Andalas University. The population in the study amounted to 1,266 people. The data was obtained through a questionnaire and the results of the analysis will be presented in tabular form. The sampling technique uses non-probability sampling with a type of purposive sampling method with the criteria that respondents are active students of Dharma Andalas University, have the Tiktok application, have followed Maybelline's Tiktok account, consumers of Maybelline products. The sample size was calculated using the Rao Soft Sample Size Calculator software so that the sample in the study amounted to 125 respondents. The results showed that Viral Marketing variables had a positive and significant effect on purchasing decisions, Influencer Marketing variables had a positive and significant effect on purchasing decisions, Brand Image variables had a positive and significant effect on purchasing decisions, and Viral Marketing, Influencer Marketing and Brand Image variables had a significant positive effect on purchasing decisions.

Keywords: *Viral Marketing, Influencer Marketing, Brand Image, Purchasing Decisions*