The Influence of Influencer marketing and Viral marketing on Bittersweet By Najla Purchase Decisions

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Abstract

Bittersweet By Najla is known as a marketer who uses influencer marketing and viral marketing methods. Although this method is known as a powerful marketing method, sales of new products marketed using influencer marketing and viral marketing are not in line with the old products that people are familiar with. This study aims to prove the influence of influencer marketing on purchasing decisions and viral marketing on purchasing decisions. This research is a descriptive quantitative study with the object of research being Bittersweet By Najla consumers in Jabodetabek. The sample is 100 respondents with purposive sampling technique. This research hypothesis was tested using SmartPLS 3.0 with the results (1) There is a significant influence of influencer marketing on purchasing decisions of 0.425 (2) There is a significant influence of viral marketing on purchasing decisions of 0.346 (3) There is an influence of influencer marketing and viral marketing on purchasing decisions of 0.509.

Keywords: Influencer marketing, Viral marketing, Purchase Decisions

Pengaruh *Influencer marketing* dan *Viral marketing* Terhadap Keputusan Pembelian Bittersweet By Najla

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Abstrak

Bittersweet By Najla dikenal sebagai pemasar yang menggunakan metode *influencer marketing* dan *viral marketing*. Meskipun metode tersebut dikenal sebagai metode pemasaran yang ampuh, penjualan pada produk baru yang dipasarkan menggunakan *influencer marketing* dan *viral marketing* tidak selaris produk lama yang telah dikenal orang-orang. Penelitian ini ditujukan untuk membuktikan pengaruh dari *influencer marketing* terhadap keputusan pembelian dan *viral marketing* terhadap keputusan pembelian. Penelitian ini merupakan penelitian kuantitatif deskriptif dengan objek penelitian konsumen Bittersweet By Najla se Jabodetabek. Sampel berjumlah 100 responden dengan teknik purposive sampling. Hipotesis penelitian ini diuji menggunakan SmartPLS 3.0 dengan hasil (1) Adanya pengaruh signifikan *influencer marketing* terhadap keputusan pembelian sebesar 0.425 (2) Adanya pengaruh signifikan dari *viral marketing* terhadap keputusan pembelian sebesar 0.346 (3) Adanya pengaruh *influencer marketing* dan *viral marketing* terhadap keputusan pembelian sebesar 0.509.

Kata Kunci: *Influencer marketing, Viral marketing,* Keputusan Pembelian, Bittersweet By Najla