

The Influence of Viral Marketing and Brand Image on Purchase Intentions for Skintific Products

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ABSTRACT

This research aims to understand, analyze and test the influence of viral marketing and brand image on intention to purchase Skintific products. This study uses a quantitative approach involving 200 respondents who live or have activities in the DKI Jakarta area and are interested in buying Skintific products. Data collection was carried out through distributing a Google Form-based questionnaire, which was designed using a Likert scale. The sampling technique applied was purposive sampling within a nonprobability sampling framework. Data analysis used the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method which was processed using SmartPLS 4.0 software. Research findings show that: (1) viral marketing has a significant influence on purchase intention, and (2) brand image also has a significant influence on purchase intention.

Keywords: Viral marketing, Brand image, Purchase intention

Pengaruh *Viral Marketing* dan *Brand Image* terhadap *Purchase Intention* pada Produk Skintific

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ABSTRAK

Penelitian ini bertujuan untuk memahami, menganalisis, dan menguji keberadaan pengaruh *viral marketing* serta citra merek terhadap niat beli produk Skintific. Studi ini menggunakan pendekatan kuantitatif dengan melibatkan 200 responden yang berdomisili atau beraktivitas di wilayah DKI Jakarta dan memiliki ketertarikan untuk membeli produk Skintific. Pengumpulan data dilakukan melalui penyebaran kuesioner berbasis Google Form, yang dirancang menggunakan skala Likert. Teknik pengambilan sampel yang diterapkan adalah purposive sampling dalam kerangka nonprobability sampling. Analisis data memanfaatkan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS) yang diolah menggunakan perangkat lunak SmartPLS 4.0. Temuan penelitian menunjukkan bahwa: (1) *viral marketing* memiliki pengaruh yang signifikan terhadap niat beli, dan (2) citra merek juga memberikan pengaruh signifikan terhadap niat beli.

Kata Kunci: *Viral marketing, Brand image, Purchase intention*