

THE INFLUENCE OF VIRAL MARKETING, PRODUCT QUALITY, AND BRAND AWARENESS ON PURCHASE INTENTION OF CIMORY YOGURT PRODUCTS

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Abstract

This research is a quantitative study that aims to determine, analyze, and prove the effect of viral marketing, product quality, and brand awareness on the purchase intention of Cimory Yogurt consumers. The sample in this study consisted of 100 respondents who are Cimory Yogurt consumers and live in the Jabodetabek area. Sampling was conducted using non-probability sampling method with purposive sampling technique. Data collection was obtained through distributing questionnaires online using Google Form. Data analysis was carried out descriptively and inferentially with the help of SmartPLS 4.0 software. The results showed that: (1) viral marketing has a significant effect on purchase intention, (2) product quality has a significant effect on purchase intention, and (3) brand awareness also has a significant effect on purchase intention.

Keywords: *Viral Marketing, Product Quality, Brand Awareness, Purchase Intention, Cimory Yogurt*

PENGARUH *VIRAL MARKETING*, *PRODUCT QUALITY*, DAN *BRAND AWARENESS* TERHADAP *PURCHASE INTENTION* PRODUK CIMORY YOGURT

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Abstrak

Penelitian ini merupakan studi kuantitatif yang bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *viral marketing*, *product quality*, dan *brand awareness* terhadap *purchase intention* konsumen Cimory Yogurt. Sampel dalam penelitian ini terdiri dari 100 responden yang merupakan konsumen Cimory Yogurt dan berdomisili di wilayah Jabodetabek. Pengambilan sampel dilakukan menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Pengumpulan data diperoleh melalui penyebaran kuesioner secara daring menggunakan *Google Form*. Analisis data dilakukan secara deskriptif dan inferensial dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) *viral marketing* memiliki pengaruh signifikan terhadap *purchase intention*, (2) *product quality* berpengaruh signifikan terhadap *purchase intention*, dan (3) *brand awareness* juga berpengaruh signifikan terhadap *purchase intention*.

Kata Kunci: *Viral Marketing, Product Quality, Brand Awareness, Purchase Intention, Cimory Yogurt*