

**Pengaruh *Viral Marketing* Dan Kualitas Produk Terhadap Keputusan Pembelian
Snack Tray Haus Dimediasi Minat Beli**

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Abstract

The rapid growth of social media has driven significant changes in the consumption behavior of younger generations, including in the food and beverage sector. Snack Tray Haus, as an innovation introduced by Haus Indonesia, has gained wide attention through the spread of viral content across various digital platforms. However, despite the high level of exposure, complaints have emerged regarding inconsistencies in the product quality received by consumers. This situation highlights the need to examine the influence of viral marketing and product quality on purchase decisions. This study aims to analyze and verify the influence of viral marketing and product quality on the purchase decisions of Snack Tray Haus, both directly and through purchase intention as a mediating variable. The research employed a quantitative approach by distributing questionnaires to 100 Generation Z respondents who are active social media users and have purchased Snack Tray Haus. Data analysis was conducted using PLS-SEM through SmartPLS 4.1.1.6. The results indicate that viral marketing and product quality do not have a direct influence on purchase decisions. Conversely, viral marketing has a direct effect on purchase intention, while product quality does not. Purchase intention directly affects purchase decisions and mediates the influence of viral marketing and product quality, reinforcing its role as a key factor in driving consumer purchasing decisions.

Keywords: *Product Quality, Purchase Intention, Purchase Decision, Snack Tray Haus, Viral Marketing.*

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Abstrak

Perkembangan media sosial yang semakin pesat mendorong perubahan perilaku konsumsi generasi muda, termasuk pada produk makanan dan minuman. *Snack Tray* Haus sebagai inovasi dari Haus Indonesia mendapatkan perhatian luas melalui penyebaran konten viral di berbagai platform digital. Namun, di tengah tingginya eksposur tersebut, muncul keluhan mengenai ketidaksesuaian kualitas produk yang diterima konsumen. Kondisi ini menimbulkan kebutuhan untuk menelaah pengaruh *viral marketing* dan kualitas produk terhadap keputusan pembelian. Penelitian ini bertujuan untuk menganalisis serta membuktikan pengaruh *viral marketing* dan kualitas produk terhadap keputusan pembelian *Snack Tray* Haus, baik secara langsung maupun melalui minat beli sebagai variabel mediasi. Penelitian dilakukan menggunakan pendekatan kuantitatif melalui penyebaran kuesioner kepada 100 responden generasi Z yang aktif menggunakan media sosial dan pernah membeli *Snack Tray* Haus. Analisis data dilakukan menggunakan PLS-SEM melalui *SmartPLS* 4.1.1.6. Hasil penelitian menunjukkan bahwa *viral marketing* dan kualitas produk tidak berpengaruh langsung terhadap keputusan pembelian. Di sisi lain, *viral marketing* terbukti berpengaruh langsung terhadap minat beli, sedangkan kualitas produk tidak berpengaruh langsung terhadap minat beli. Minat beli berpengaruh langsung terhadap keputusan pembelian serta memediasi pengaruh *viral marketing* dan kualitas produk, sehingga memperkuat peran minat beli sebagai faktor penting dalam mendorong keputusan pembelian konsumen.

Kata Kunci: Kualitas Produk, Keputusan Pembelian, Minat Beli, *Snack Tray* Haus, *Viral Marketing*.