

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Strategi *Viral Marketing* Terhadap Niat Beli Produk *Body Mist The Body Shop Eco-Labelled* (Studi Kasus Mahasiswi Universitas Malikussaleh)

Penelitian ini mengkaji pengaruh Strategi *Viral Marketing* terhadap keputusan Niat Beli Produk *Body Mist The Body Shop Eco-Labelled* pada Mahasiswi Universitas Malikussaleh Sampel dalam penelitian ini adalah 125 Mahasiswi Univeritas Malikussaleh yang mengetahui dan belum pernah membeli produk *The body shop*. Teknik analisis data yang digunakan adalah metode analisis regresi linear berganda, uji asumsi klasik, uji instrumen, pengujian hipotesis dengan menggunakan program SPSS 27.0. Hasil penelitian dari uji F menunjukkan bahwa secara simultan *Entertainment*, *Informativeness*, *Irritation* dan *Source Credibility* berpengaruh positif dan signifikan terhadap Niat Beli Produk *Body Mist The Body Shop Eco-Labelled* (Studi Khusus Mahasiswi Universitas Malikussaleh) dimana nilai nilai signifikansi dari uji f adalah $0,016 < 0,05$ dan nilai dari F_{hitung} adalah $3,662 > F_{tabel} 2,45$. Sedangkan hasil uji t *Entertainment* (X1) bahwa nilai signifikansi $0,028 < 0,05$, *Informativeness* (X2) bahwa nilai signifikansi $0,027 < 0,05$, *Irritation* (X3) bahwa nilai signifikansi $0,013 < 0,05$, *Source Credibility* (X4) bahwa nilai signifikansi $0,029 < 0,05$, maka dikatakan ke empat variabel berpengaruh signifikan terhadap variabel Niat Beli (Y).

Kata kunci: *Entertainment*, *Informativeness*, *Irritation*, *Source Credibility*, Niat Beli

ABSTRACT
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Name : Rizma Annisyah Study
Program : Management
Title : *The Influence of Viral Marketing Strategy on Purchase Intention of Body Mist Products The Body Shop Eco Labelled (Case Study of Malikussaleh University Student)*

The purpose of this study was to determine the influence of such as Entertainment, Informativeness, Irritation, and Source Credibility on the Purchase Intention of *The Body Shop Eco-Labelled Body Mist Products* (Study of Malikussaleh University Student Khasus). The method used in sampling is *non-probability sampling* with *purposiv sampling* techniques with the number of respondents as many as 125 people. Data skunder in this study from journals and internet media. The data analysis techniques used are multiple linear regression analysis methods, classical assumption tests, instrument tests (validity and reliability), hypothesis testing using the SPSS 27.0 program. The results of this study show that the F test shows that simultaneously *Entertainment, Informativeness, Irritation* and *Source Credibility* have a positive and significant effect on the Purchase Intention of *The Body Shop Eco-Labelled Body Mist Products* (Typical Study of Malikussaleh University Students) where the significance value is $0.016 < 0.05$ and the value of $F_{\text{calculate}} (3.662) > F_{\text{table}} (2.45)$. While the results of the Entertainment t test (X1) that the significant value is $0.028 < 0.05$, *Informativeness* (X2) that the significance value is $0.027 < 0.05$, *Irritation* (X3) that the significant value is $0.013 < 0.05$, *Source Credibility* (X4) that the significance value is $0.029 < 0.05$, then it is said that the four variables have a significant effect on the Purchase Intention variable (Y).

Keywords: *Entertainment, Informativeness, Irritation, Source Credibility, Purchase Intention*