ABSTRAK

Nama   : Eva Fitria Ningsih
Program Studi : Manajemen
Judul   : Pengaruh *Viral Marketing* Terhadap Niat Beli Konsumen Pada *Platform Shopee* (Studi Kasus Pada Mahasiswa/I Universitas Malikussaleh)

Tujuan penelitian ini adalah untuk mengetahui pengaruh *informativeness, entertainment, irritation* dan *source credibility* terhadap niat beli konsumen pada *platform shopee* (studi kasus pada Mahasiswa Universitas Malikussaleh). Metode yang digunakan dalam pengambilan sampel yaitu *non probability sampling* dengan teknik *purpose sampling* (*sampling* jenuh) dengan jumlah responden sebanyak 160 orang. Data primer dalam penelitian ini diambil dengan cara wawancara dan menyebarkan kuesioner, dan data skunder yang diperoleh dari jurnal dan media internet. Teknik analisis data yang digunakan adalah metode analisis regresi linear berganda, uji asumsi klasik, uji instrumen (validitas dan reliabilitas), pengujian hipotesis dengan menggunakan program SPSS 27.0. Hasil penelitian ini menunjukkan bahwa secara simultan *informativeness, entertainment, irritation,* dan *source credibility* berpengaruh positif dan signifikan terhadap niat beli konsumen pada *platform shopee.* Secara parsial, masing-masing variabel yaitu *informativeness, entertainment, irritation* dan *source credibility* berpengaruh positif dan signifikan terhadap niat beli konsumen pada *platform shopee. Informativeness* merupakan variabel yang paling dominan mempengaruhi niat beli konsumen pada *platform shopee.* Implikasi manajerial dalam penelitian ini menunjukkan bahwa meningkatkan *informativeness, entertainment, irritation* dan *source credibility* terhadap niat beli konsumen dalam melakukan belanja *online* khususnya *platform shopee. Shopee* harus terus memanfaatkan variabel tersebut sehingga membuat niat beli konsumen semakin baik. Semakin tinggi intensitas penerapan *viral marketing* tentunya semakin menarik perhatian dari konsumen dan semakin tinggi pula niat beli konsumen.

Kata kunci: *Informativeness, Entertainment, Irritation, Source credibility,* Niat Beli Konsumen

ABSTRACT

Name : Eva Fitria Ningsih
Study Program : *Management*
Title : *The Influence of Viral Marketing on Consumer Purchase Intention on the Shopee Platform (Case Study on Malikussaleh University Students)*

The purpose of this study is to determine the influence of informativeness, entertainment, irritation and source credibility on consumer purchase intentions on the shopee platform (case study on Malikussaleh University Students). The method used in sampling is non-probability sampling with purpose sampling techniques (saturated sampling) with the number of respondents as many as 160 people. Primary data in this study were taken by means of interviews and distributing questionnaires, and skunder data obtained 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 simultaneously informativeness, entertainment, irritation, and source credibility have a positive and significant effect on consumer purchase intentions on the shopee platform. Partially, each variable, namely informativeness, entertainment, irritation and source credibility, has a positive and significant effect on consumer purchase intentions on the shopee platform. Informativeness is the most dominant variable affecting consumer purchase intent on the shopee platform. The managerial implications in this study show that increasing informativeness, entertainment, irritation and source credibility on trust in doing online shopping, especially the shopee platform. Shopee must continue to utilize these variables so as to make consumer purchase intentions better. The higher the intensity of the application of viral marketing, of course, the more it attracts the attention of consumers and the higher the consumer's purchase intent.

Keywords: *Informativeness, Entertainment, Irritation, Source credibility, Consumer Purchase Intention.*