

ABSTRAK

PENGARUH *VIRAL MARKETING* DAN *INTEGRATED MARKETING COMMUNICATION (IMC)* TERHADAP KEPUTUSAN PEMBELIAN *SKINCARE* SOMETHINC (STUDI PADA MAHASISWA UNIVERSITAS LAMPUNG)

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Pentingnya merawat kulit agar terlihat menawan mendorong individu untuk mulai memperhatikan kesehatan kulit, karena tren positif tersebut Indonesia menjadi target pasar kosmetik. Brand lokal kosmetik khususnya *skincare* yang berhasil menjangkau pasar Indonesia salah satunya adalah Somethinc. *Brand skincare* ini memasarkan produknya menggunakan beberapa media sosial untuk membagikan informasi mengenai produk-produk yang ditawarkannya. Penelitian ini bertujuan untuk mengukur pengaruh *viral marketing* dan *integrated marketing communication* terhadap keputusan pembelian konsumen *skincare* Somethinc di Universitas Lampung. Metode pengambilan sampel menggunakan *nonprobability sampling* dengan teknik *cluster sampling*. Sampel terdiri dari 100 responden mahasiswa Universitas Lampung dan pernah membeli produk *skincare* Somethinc. Data yang dikumpulkan dari kuesioner kemudian diolah dan dianalisis yang mencakup uji validitas, uji reliabilitas, uji asumsi klasik, dan uji regresi linier berganda. Hasil menunjukkan bahwa *viral marketing* dan *integrated marketing communication* masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, *viral marketing* dan *integrated marketing communication* juga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *viral marketing*, *integrated marketing communication*, dan keputusan pembelian

ABSTRACT

THE EFFECTS OF VIRAL MARKETING AND INTEGRATED MARKETING COMMUNICATION (IMC) ON PURCHASING DECISIONS FOR SOMETHINC SKINCARE (STUDY ON UNIVERSITY STUDENTS)

By

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The importance of taking care of the skin to look charming encourages individuals to start paying attention to skin health, because of this positive trend, Indonesia has become a target market for cosmetics. One of the local cosmetic brands, especially skincare, that has successfully reached the Indonesian market is Somethinc. This skincare brand markets its products using several social media to share information about the products it offers. This study aims to measure the effect of viral marketing and integrated marketing communication on consumer purchasing decisions for Somethinc skincare at Lampung University. The sampling method used nonprobability sampling with cluster sampling technique. The sample consisted of 100 respondents from Lampung University students and had purchased Somethinc skincare products. The data collected from the questionnaire was then processed and analyzed which included validity test, reliability test, classical assumption test, and multiple linear regression test. The results show that viral marketing and integrated marketing communication each have a positive and significant effect on purchasing decisions. Simultaneously, viral marketing and integrated marketing communication also have a positive and significant effect on purchasing decisions.

Keywords : viral marketing, integrated marketing communication, and purchasing decisions.