

ABSTRAK

Tujuan dari penulisan skripsi ini adalah untuk memperoleh bukti-bukti empirik dan menemukan kejelasan fenomena serta kesimpulan tentang Pengaruh Electronic Word Of Mouth dan Viral Marketing terhadap Keputusan Pembelian *Situs Jual Beli Online Alfacart.com* Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Buana Perjuangan Karawang. Skripsi ini diharapkan dapat memberikan sumbangan bagi pengembangan ilmu khususnya manajemen, manajemen pemasaran, Electronic Word Of Mouth, Viral Marketing serta keputusan pembelian. Penelitian dilakukan dengan menggunakan metode deskriptif dan verifikatif. Sampel dikumpulkan dengan menggunakan metode *Proportionate Stratified random sampling* dengan jumlah sampel 330 responden. Teknik analisis data yang digunakan yaitu teknik Analisis Rentang Skala dan Analisis Jalur. Dari hasil analisis data penelitian, diperoleh beberapa kesimpulan sebagai berikut : Electronic Word Of Mouth *Situs Jual Beli Online Alfacart.com* dinilai Baik. Viral Marketing *Situs Jual Beli Online Alfacart.com* di nilai Baik. Keputusan Pembelian *Situs Jual Beli Online Alfacart.com* dinilai Baik. Terdapat Hubungan Antara Electronic Word Of Mouth dengan Viral Marketing yang kuat dan searah karena memiliki nilai positif. Terdapat Pengaruh Parsial Antara Electronic Word Of Mouth terhadap Keputusan Pembelian, terdapat Pengaruh Parsial Antara Viral Marketing terhadap Keputusan Pembelian, Terdapat Pengaruh Simultan Antara Electronic Word Of Mouth Dan Viral Marketing terhadap Keputusan Pembelian *Situs Jual Beli Online Alfacart.com* Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Buana Perjuangan Karawang. Dari uraian diatas, saran yang diberikan antara lain adalah peningkatan Electronic Word Of Mouth pada produk *Situs Jual Beli Online Alfacart.com* dan menyesuaikan Viral Marketing untuk meningkatkan Keputusan Pembelian pada *Situs Jual Beli Online Alfacart.com*.

Kata Kunci : Electronic Word Of Mouth Viral Marketing, Keputusan Pembelian

ABSTRACT

The purpose of this paper is to obtain empirical evidence and found the clarity of the phenomenon and concluded on Influence of *Electronic Word Of Mouth* and *Viral Marketing* against *Online buying and selling site alfacart.com* a Purchase Decision On Student Faculty of Economics and Business at the University of Buana Perjuangan Karawang This thesis is expected to contribute to the development of science. The study was conducted by using descriptive and verification methods, namely: collecting, presenting, analyzing, and testing hypotheses, and make their conclusions and suggestions. Samples were collected using Proportionate Stratified random sampling method with a sample size of 330 respondents. Data analysis technique used is the technique Scale Range Analysis and Path Analysis. From the analysis of research data, obtained some conclusions as follows :*Electronic Word Of Mouth Online buying and selling site alfacart.com* rated Good. *Viral Marketing Online buying and selling site alfacart.com* rated Good. *Online buying and selling site alfacart.com* Purchase Decision is at Agree criteria, meaning Purchasing Decisions in *Online buying and selling site alfacart.com* rated Good. There Korelation Between *Electronic Word Of Mouth* by *Viral Marketing* This shows that a very strong and direct Korelation because it has a positive value. There Effect of Partial Between *Electronic Word Of Mouth* on Purchase Decision and there Between Partial Influence *Viral Marketing* toward Purchasing Decisions. There Simultaneous Effect Between *Electronic Word Of Mouth* And *Viral Marketing* toward Purchasing Decisions *Online buying and selling site alfacart.com* On Student Faculty of Economics and Business at the University of Buana Perjuangan Karawang. From the description above, the advice given, among others, is to increase *Electronic Word Of Mouth* on the *Online buying and selling site alfacart.com* products and adjusting *Viral Marketing* to increase the Purchase Decision on *Online buying and selling site alfacart.com*.

Key word : *Electronic Word Of Mouth, Viral Marketing, Purchase Decision.*