

ABSTRACT

Population census conducted by the government from 1971 to 2010 proves that the population growth in Indonesia each month continue to multiply not only that Internet users in Indonesia reached 72.7 million active internet users and 72 million active users of social media so many Indonesian people who use social media as a source of income and a place to share information, one of which marketing SMB Telkom using viral marketing through application Line to deploy new student enrollment information. In this study the author uses descriptive study to determine the influence of Viral Marketing through application Line on purchasing decisions by using samples followers Line of SMB Telkom. Using simple analysis regression linear to predict causal one independent variable with the dependent variable. Results Descriptive influence of Viral Marketing through application Line amounted to 80.19 % . included in the high category and descriptive results of the purchase decision is 82.60 % included in the category of very high. The results of the study of the data processing simple regression Viral Marketing through application line and purchasing decisions can be concluded that the application of Viral Marketing through Line influence on the purchase decision with the effect of 37.2 % . While the remaining 62.8 % (100 %-37.2 %) purchase decisions are influenced by other factors not examined by researchers such as Facebook, twitter , media print campaign , website and others.

Keywords : Viral Marketing, Line Social Media, Purchase Decision.