

ABSTRACT

The purpose of this study was to find out Viral Marketing Effectiveness using Electronic Word of Mouth on Shopee Decisions. The research sample was 350 respondents. The independent variable consists of viral marketing and E-WOM, while the binding variable in this study is a purchasing decision. The research method used is a quantitative method with a Likert scale as a measurement. The sampling technique used in this study is nonprobability sampling. The data analysis method used in this study is Structural Equation Modeling (SEM) and processed using SmartPLS.

The results of the Viral marketing hypothesis against E-WOM have a value of $20,198 > t_{\alpha} 1,649$ means that the variable viral marketing has a positive and significant effect on E-WOM, and E-WOM on purchasing decisions has a value of $17,738 > t_{\alpha} 1,649$ means variable E- WOM has a positive and significant effect on purchasing decisions, while the viral marketing variable on purchasing decisions has a value of $0.789 < t_{\alpha} 1.649$ means that viral marketing does not significantly influence purchasing decisions. Variable viral marketing influences purchasing decisions mediated by E-WOM to $12.462 > t_{\alpha} 1.649$ means viral marketing has a positive and significant effect on purchasing decisions mediated by E-WOM.

Keywords: Viral Marketing, Electronic Word of Mouth, Purchasing Decision