

## **ABSTRACT**

*The objective of this study is to determine how big influence the viral marketing of purchase decision through customer trust in favehotel Hyper Square Bandung. Where more and more competitors raise the spirit of business people to further enhance its services. Independent variable are viral marketing, dependent variable is purchasing decision, and intervening variable is customer trust.*

*The method of this study used by quantitative method with the type of research is used is descriptive asociative with sample of 400 respondents. The sampling technique used in this study is non-probability sampling. Methods of data analysis used in this research are descriptive analysis method and structural equation modeling (SEM). Data processing was performed by using SmartPLS 3.0 software for Windows.*

*Viral marketing variable (X) has an influence with intervening variables customer trust (Z) obtains a positive path coefficient value of 0.710 and t-statistics value of 23.792 > 1.96 which means that it is significant, the effect of intervening variable customer trust (Z) on purchase decision (Y) obtained a positive path coefficient value of 0.417 and t-statistics value of 11.332 > 1.96 which means significant, the effect of viral marketing (X) on purchase decision (Y) obtained a positive path coefficient value of 0.540 and t-statistics value of 14,673 > 1.96 which means significant, and the indirect effect between viral marketing (X) on purchase decision (Y) through intervening variable customer trust (Z) has a positive indirect effect of 0.296 and t-statistics value of 9.950 > 1.96 which means significant.*

**Keywords:** *Viral Marketing, Purchase Decision, and Customer Trust*