

## ABSTRACT

*This research was conducted to determine the effect of viral marketing (informativeness, entertainment, irritation, source credibility) tokopedia through TikTok on purchase intention in Tokopedia with consumer's attitude as an intervening variable. The purpose of this research is to describe how informativeness, entertainment, irritation, and source credibility of Tokopedia's viral marketing content on TikTok as well as consumer's attitude and purchase intention in Tokopedia based on the viral marketing content. This study also aims to determine the effect of informativeness, entertainment, irritation, and source credibility on consumer's attitude and the effect of consumer's attitude on purchase intention and how the influence of informativeness, entertainment, irritation, and source credibility on purchase intention is mediated by consumer's attitude.*

*This research uses quantitative methods with descriptive analysis. Non probability sampling is used in this study with the type of purposive sampling. The minimum number of respondents in this study was 160 people and those who were successfully obtained were 180 respondents. The data analysis techniques used are descriptive analysis and PLS-SEM analysis through SmartPLS 3.0 software.*

*Based on the results of the descriptive analysis of informativeness, entertainment, irritation, source credibility, consumer's attitude, and purchase intention are in the good category because overall respondents agree on informativeness, entertainment, source credibility, consumer's attitude, purchase intention' indicators and do not agree on irritation. PLS-SEM results show that informativeness, entertainment, source credibility have a significant effect on consumer's attitude and there is a significant influence between consumer's attitude, informativeness, and entertainment on purchase intention. Irritation and source credibility do not have a significant effect on purchase intention. Irritation has no significant effect on consumer's attitude. Consumer's attitude mediates the relationship between informativeness, entertainment, source credibility on purchase intention, but does not mediate the relationship between irritation and purchase intention.*

**Keywords:** *Viral Marketing, Informativeness, Entertainment, Irritation, Source Credibility, Consumer's Attitude, Purchase Intention*