

**The Influence of Viral Marketing, Brand Image and Customer Experience on Purchasing Decisions for Scarlett Whitening Products (Study on Darul' Ulum Lamongan Islamic University Students)**

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**ABSTRACT**

The purpose of this research is to determine the influence of viral marketing, brand image and customer experience on the purchase decision of scarlett whitening products (a study on students of Islamic University of Darul'ulum Lamongan). The population in this study amounted to 4,119 students with a sample of 98 respondents. The sampling technique used is purposive sampling, the analysis method used for this research is validity test, reliability test, classical assumption test, multiple correlation test, determination coefficient test, multiple linear regression analysis test, t test, F test. From the multiple linear regression analysis, the equation  $Y = 3.465 - 0.035 + 0.036 + 0.763 + e$ . Results of the t-test The partial test has been carried out and a tcount is produced (  $X1 = 2,441 > 1,985$ ).  $X2 = 0.044 < 1.985$ .  $X3 = 8.034 > 1.985$ . So it can be known that the free variables of viral marketing and custome experience have a partial influence on the purchase decision on scarlett whitening products and the price variable does not have a partial influence on the purchase decision on scarlett whitening products. And simultaneous tests have been carried out, resulting in  $F_{cal}$  greater than  $F_{tabel}$  ( $60,159 > 2.70$ ). So it can be seen that viral marketing, brand image and customer experience have a simultaneous influence on the decision to purchase scarlett whitening products in students of Darul 'ulum Lamongan Islamic University.

**Keywords :Viral Marketing, Brand Image and Customer Experience**

**Pengaruh Viral marketing, Citra Merek dan Customer Experience Terhadap  
Keputusan Pembelian Produk Scarlett Whitening (Studi Pada Mahasiswa  
Universitas Islam Darul ‘Ulum Lamongan)**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui Pengaruh Viral marketing, citra merek dan customer experience terhadap keputusan pembelian produk scarlett whitening (studi pada mahasiswa universitas islam darul’ulum lamongan). Populasi dalam penelitian ini berjumlah 4.119 mahasiswa dengan jumlah sampel 98 responden. Teknik pengambilan sampel yang digunakan yaitu purposive sampling, metode analisis yang digunakan untuk penelitian ini yaitu uji validitas, uji reliabilitas, uji asumsi klasik, uji korelasi berganda, uji koefisien determinasi, uji analisis regresi linier berganda, uji t, uji F. Dari analisis regresi linier berganda diperoleh persamaan  $Y = 3,465 - 0,035 X_1 + 0,036X_2 + 0,763X_3 + e$ . Hasil uji t Uji parsial telah dilakukan dan dihasilkan  $t_{hitung}$  ( $X_1 = 2,441 > 1,985$ ).  $X_2 = 0,044 < 1,985$ .  $X_3 = 8,034 > 1,985$ . Sehingga dapat diketahui bahwa variabel bebas viral marketing dan customer experience mempunyai pengaruh parsial terhadap Keputusan pembelian pada produk scarlett whitening dan variabel harga tidak memiliki pengaruh parsial terhadap Keputusan pembelian pada produk scarlett whitening. Dan uji simultan telah dilakukan, dihasilkan  $F_{hitung}$  lebih besar dari pada  $F_{tabel}$  ( $60.159 > 2,70$ ). Sehingga dapat diketahui bahwa viral marketing, citra merek dan customer experience mempunyai pengaruh simultan terhadap Keputusan pembelian produk scarlett whitening pada mahasiswa universitas islam darul ‘ulum lamongan.

**Kata Kunci : Viral Marketing, Citra Merek Dan Customer Experience**