

The Influence Of Viral Marketing, Product, And Price On Consumer Purchase Intention In Shopee Affiliate, Dr. M. Rizal Nur Irawan, S.E., M.M., Ahmad Yani Syaikhudin, S.E., M.M., 2024, Management Study Program, Faculty Of Economics, Islamic University Of Darul 'Ulum Lamongan.

ABSTRACT

This study examines the influence of viral marketing and price on consumer purchase intention in Shopee Affiliate, focusing on students at the Islamic University of Darul 'Ulum Lamongan. This research was conducted at the Unisda campus, Jalan Airlangga, Sukodadi District, Lamongan Regency. Using a quantitative method, the population of the study consisted of 4,688 consumers from May 2024 to July 2024, with a sample of 101 respondents. The sampling technique used was Random Sampling, and data was collected through questionnaires. The analysis methods used included questionnaire testing, classical assumption testing, hypothesis testing, multiple linear regression, and the coefficient of determination (R^2), processed using SPSS version 25. The collected data were analyzed using regression analysis to determine the relationship between the independent variables (viral marketing and price) and the dependent variable (consumer purchase intention). The results of the study indicate that both viral marketing and price significantly influence consumer purchase intention. The price factor was found to be the most dominant variable influencing purchase decisions. These findings provide practical implications for e-commerce marketers in designing effective marketing strategies by leveraging viral marketing and setting competitive prices.

Keywords: Viral Marketing, Price, Consumer Purchase Intention, Shopee Affiliate, E-commerce.

Pengaruh Viral Marketing, Produk Dan Harga Terhadap Minat Beli Konsumen Pada Shopee Afiliate, Dr. M. Rizal Nur Irawan, S.E., M.M., Ahmad Yani Syaikhudin, S.E., M.M., 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul 'Ulum Lamongan.

ABSTRAK

Penelitian ini mengkaji pengaruh viral marketing dan harga terhadap minat beli konsumen pada Shopee Affiliate dengan fokus pada mahasiswa Universitas Islam Darul 'Ulum Lamongan. Penelitian ini dilaksanakan di kampus unisda, Jalan Airlangga, Kecamatan Sukodadi, Kabupaten Lamongan. Penelitian ini menggunakan metode kuantitatif dengan populasi berjumlah 4.688 Konsumen dari bulan Mei 2024 sampai bulan Juli 2024, dengan sampel sebanyak 101 responden. Teknik pengambilan sampel menggunakan Random Sampling dan data diperoleh dari penyebaran kuesioner. Metode analisis yang digunakan meliputi uji kuesioner, uji asumsi klasik, uji hipotesis, regresi linier berganda, dan koefisien determinasi (R^2), yang diolah menggunakan SPSS versi 25.. Data yang terkumpul dianalisis menggunakan analisis regresi untuk menentukan hubungan antara variabel bebas (viral marketing dan harga) dan variabel terikat (minat beli konsumen). Hasil penelitian menunjukkan bahwa baik viral marketing maupun harga memiliki pengaruh signifikan terhadap minat beli konsumen. Faktor harga ditemukan sebagai variabel yang paling dominan mempengaruhi keputusan pembelian. Temuan ini memberikan implikasi praktis bagi pemasar e-commerce dalam merancang strategi pemasaran yang efektif dengan memanfaatkan viral marketing dan menetapkan harga yang kompetitif.

Kata Kunci : Viral Marketing, Harga, Minat Beli Konsumen, Shopee Affiliate, E-commerce.