

**ABSTRAK****PENGARUH *VIRAL MARKETING*, *ONLINE CONSUMER REVIEWS*, DAN DISKON TERHADAP KEPUTUSAN PEMBELIAN MELALUI SHOPEE DI YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *viral marketing* terhadap keputusan pembelian; (2) pengaruh *online consumer reviews* terhadap keputusan pembelian; (3) pengaruh diskon terhadap keputusan pembelian; dan (4) pengaruh *viral marketing*, *online consumer reviews* dan diskon secara bersama sama terhadap keputusan pembelian.

Penelitian dilaksanakan di Yogyakarta pada bulan April 2021. Populasi penelitian adalah pengguna Shopee di Yogyakarta yang tidak diketahui jumlahnya. Sampel penelitian berjumlah 112 orang yang diambil dengan menggunakan teknik *non-probability sampling*. Data dianalisis dengan menggunakan analisis regresi berganda.

Berdasarkan hasil analisis data diperoleh kesimpulan bahwa: (1) *viral marketing* berpengaruh terhadap keputusan pembelian; (2) *online consumer reviews* berpengaruh terhadap keputusan pembelian; (3) diskon berpengaruh terhadap keputusan pembelian; (4) *viral marketing*, *online consumer reviews*, dan diskon secara bersama-sama berpengaruh terhadap keputusan pembelian; dan (5) *viral marketing*, *online consumer reviews*, dan diskon dapat menjadi prediktor terhadap keputusan pembelian sebesar 43,3%.

**Kata kunci:** *viral marketing*, *online consumer reviews*, diskon, keputusan pembelian.

**ABSTRACT**

**THE EFFECTS OF VIRAL MARKETING, ONLINE CONSUMER  
REVIEWS, AND DISCOUNT ON PURCHASE DECISION  
THROUGH SHOPEE IN YOGYAKARTA**

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*This research aims to find out: (1) the effect of viral marketing on purchase decision; (2) the effect of online consumer reviews on purchase decision; (3) the effect of discount on purchase decision; and (4) the effect of viral marketing, online consumer reviews, and discount on purchase decision.*

*This research was conducted in April 2021. The research subjects were Shopee users in Yogyakarta whose numbers were unknown. The research samples were 112 people who were selected by using non-probability sampling technique. The research data analysis technique was multiple regression technique.*

*The results of data analysis showed that: (1) viral marketing had effect on purchase decision; (2) online consumer reviews had effect on purchase decision; (3) discount had effect on purchase decision; and (4) viral marketing, online consumer reviews, and discount could be as predictors of purchase decision, which is 43.3%.*

**Keywords:** *viral marketing, online consumer reviews, discount, purchase decision.*