

**SYAKIRA SHAFSA SALSABILA.** 2024. Analisis Faktor-Faktor Keputusan Pembelian Konsumen Coklat Impian Gerai Lempuyangan. Di bawah arahan Nanik Dara Senjawati.

### **ABSTRAK**

Penelitian yang dilakukan di Coklat Impian gerai Lempuyangan bertujuan untuk menganalisis pengaruh *viral marketing*, *brand awareness*, dan *influencer* terhadap keputusan pembelian produk Coklat Impian gerai Lempuyangan. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan studi kasus. Metode penentuan responden menggunakan metode *nonprobability sampling* dengan teknik *accidental sampling* sebanyak 100 konsumen Coklat Impian gerai Lempuyangan. Penelitian menggunakan data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan menggunakan wawancara, kuesioner, dan dokumentasi. Teknik analisis data dengan analisis deskriptif dan analisis regresi logistik. Hasil penelitian menunjukkan bahwa bahwa variabel *viral marketing*, *brand awareness*, dan *influencer* secara simultan berpengaruh terhadap keputusan pembelian produk Coklat Impian gerai Lempuyangan. Secara parsial variabel *viral marketing* dan *influencer* berpengaruh signifikan terhadap keputusan pembelian produk Coklat Impian gerai Lempuyangan.

**Kata kunci :** *brand awareness*, Coklat Impian, *influencer*, keputusan pembelian, *viral marketing*

**SYAKIRA SHAFSA SALSABILA.** 2024. *Analysis of Consumer's Purchasing Decision Of Coklat Impian Outlet Lempuyangan. Supervised by Nanik Dara Senjawati.*

### **ABSTRACT**

*The research conducted on the Coklat Impian outlet Lempuyangan aims to analyze the influence of viral marketing, brand awareness, and influencers on consumer decisions in purchasing Coklat Impian outlet Lempuyangan. The research is quantitative research with a case study approach. The method for determining respondents used a non-probability sampling method with an accidental sampling technique of 100 Coklat Impian outlet Lempuyangan consumers. The research uses primary data and secondary data. Data collection techniques were carried out using interviews, questionnaires and documentation. Data analysis techniques using descriptive analysis and logistic regression analysis. The results of the research show that the variables viral marketing, brand awareness, and influencers simultaneously influence the decision to purchase Coklat Impian outlet Lempuyangan products. Partially, viral marketing and influencer variables have a significant influence on purchasing decisions Coklat Impian outlet Lempuyangan products.*

**KEYWORDS:** *brand awareness, influencer, Coklat Impian, purchasing decision, viral marketing*