THE EFFECT OF VIRAL MARKETING, PRICE PERCEPTION, TRUST AND LIFESTYLE ON PURCHASE DECISION (CASE STUDY: MIXUE JABODETABEK)

By:

Yunika Dinda Safihra

ID no. 015202000054

A Skripsi presented to the

Faculty of Business President University

in partial fulfillment of the requirements for

Bachelor Degree in Business Administration

October 2023

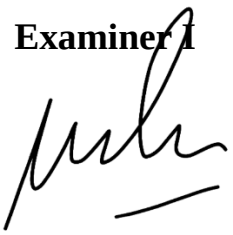
PANEL OF EXAMINERS
APPROVAL SHEET

The Panel of Examiners declare that skripsi entitled "THE EFFECT OF VIRAL MARKETING, PRICE PERCEPTION, TRUST AND LIFESTYLE ON PURCHASE DECISION (CASE STUDY: MIXUE JABODETABEK" was submitted by Yunika Dinda Safihra majoring in Business Administration from the faculty of Business was assessed and approved to have passed the Oral Examinations on 17th of October 2023.

Chair - Panel of Examiners

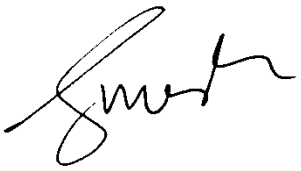
Agus Fernando, S.P., M.M., Ph.D

Examiner 1



Felix Goenadhi, S.Psi., M.Par.

Acknowledged by,



Suresh Kumar,ST.,M.Si

Head of Business Administration

Recommended by,

Anggraeni Permatasari, S.Sos., M.S.M.

Advisor

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the undergraduate thesis stated below:

Name	: Yunika Dinda Safihra
Student ID number	: 015202000054
Study Program	: Business Adminstration
Faculty	: Business

I hereby declare that my undergraduate thesis/final project/business plan entitled " THE EFFECT OF VIRAL MARKETING, PRICE PERCEPTION, TRUST AND LIFESTYLE ON PURCHASE DECISION (CASE STUDY: MIXUE JABODETABEK." is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this undergraduate thesis, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 17th October 2023

Yunika Dinda Safihra

SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of the President University, I, the undersigned:

Name : Yunika Dinda Safihra
Student ID number : 015202000054
Study program : Business Administration

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title: THE EFFECT OF VIRAL MARKETING, PRICE PERCEPTION, TRUST AND LIFESTYLE ON PURCHASE DECISION (CASE STUDY: MIXUE JABODETABEK. With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, 17th October 2023

Yunika Dinda Safihra

ADVISOR'S APPROVAL FOR PUBLICATION

As a lecturer of the President University, I, the undersigned:

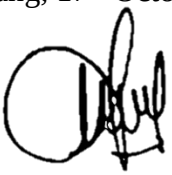
Advisor's Name : Anggraeni Permatasari, S.Sos., M.S.M.
NIDN : 0401088302
Study program : Business Administration
Faculty : Business

declare that following thesis:

Title of undergraduate thesis : THE EFFECT OF VIRAL MARKETING, PRICE PERCEPTION, TRUST AND LIFESTYLE ON PURCHASE DECISION (CASE STUDY: MIXUE JABODETABEK.
Undergraduate Thesis author : Yunika Dinda Safihra
Student ID number : 015202000054

will be published in **journal / institution's repository / proceeding / unpublish**

Cikarang, 17th October 2023



Anggraeni Permatasari, S.Sos., M.S.M.

Thesis Yunika (2)(1).docx

ORIGINALITY REPORT

11%	11%	4%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	ijmmu.com Internet Source	2%
2	core.ac.uk Internet Source	1%
3	ijisrt.com Internet Source	1%
4	repository.president.ac.id Internet Source	<1%
5	internationaljournalcorner.com Internet Source	<1%
6	www.ajhssr.com Internet Source	<1%
7	Submitted to Universitas Diponegoro Student Paper	<1%
8	repo.uinsatu.ac.id Internet Source	<1%
9	www.coursehero.com Internet Source	<1%

This text is most likely to be written by **a human**

There is a **2%** probability this text was entirely written by AI

THE EFFECT OF VIRAL MARKETING, PRICE PERCEPTION, TRUST AND LIFESTYLE ON PURCHASE DECISION (CASE STUDY: MIXUE JABODETABEK)

By:

Yunika Dinda Safihra

ID no. 015202000054

A Skripsi presented to the

ABSTRACT

This study analyzes The Effect of Viral Marketing, Price Perception, Trust & Lifestyle on Purchase Decision. The research method employed is a survey using questionnaires distributed to respondents who are consumers of MIXUE Jabodetabek. The research sample consists of 100 selected respondents with a quantitative data analysis performed using SEM-PLS 4. This study show that: 1). Viral marketing has positive effect on lifestyle, but has negative effect on purchasing decision. 2). Price perception has negative effect on lifestyle, but has positive effect on purchase decision. 3). Trust has positive effect both on lifestyle and purchasing decision. 4). Lifestyle has negative effect on purchasing decision. This research contributes to the understanding of the importance of viral marketing, price perception, and trust in influencing purchase decisions. The results of this research can be utilized by MIXUE Jabodetabek as well as other companies in developing effective marketing strategies to enhance consumer purchase decisions.

Keyword: Viral Marketing, Price Perception, Trust, Purchase Decision, Lifestyle

PREFACE

All praise be to the presence of Allah SWT. who has bestowed grace and guidance so that the writer can complete this thesis with the title "The Effect of Viral Marketing, Price Perception, Trust and Lifestyle on Purchase Decision (Case Study: MIXUE Jabodetabek)". This research is one of the requirements for the writer to obtain a bachelor's degree (S1) in the Business Administration major at President University.

The author would like to thank all those who have helped in completing this thesis. Especially to:

1. Mrs. Anggraeni Permatasari, S.Sos., M.S.M. as the supervising lecturer who has provided a lot of support, advice and evaluation related to the completion of this thesis.
2. The author's parents who always give their prayers and full support in completing their undergraduate studies at President University.
3. Mr. Suresh Kumar as Head of Business Administration study program.
4. All President University lecturers who have provided the writer with valuable knowledge and learning during lectures.
5. Fellow President University students majoring in Business Administration class of 2020 for their support, motivation and togetherness.
6. All parties that the author cannot mention one by one for all the support and information assistance that has been provided regarding this research. The author realizes that there are still many shortcomings in the preparation of this thesis, for that the author expects constructive criticism and suggestions for improvement and refinement in the future. Hopefully this thesis can add knowledge & be useful for colleagues and interested parties.

TABLE OF CONTENT

Abstract 1

Table of Content 2

CHAPTER I: INTRODUCTION 4

1.1 Research Background 4

1.2 Problem Identification 5

1.3 Research Objectives 5

1.4 Research Scope 6

1.5 Significance of Study 6

CHAPTER II: REVIEW OF LITERATURE 8

2.1 Viral Marketing 8

2.2 Price Perception 8

2.3 Trust 9

2.4 Lifestyle 9

2.5 Purchase Decision 9

2.6 Conceptual Framework 10

2.7 Hypothesis 10

CHAPTER III: RESEARCH METHODOLOGY 12

3.1 Research Approach 12

3.2 Sampling 14

3.2.1 Population 14

3.2.2 Sample Size 15

3.2.3 Sampling Technique 16

3.3 Data Gathering 16

3.3.1 Instrument 16

3.2.2 Operationalization of Variables 16

3.4 Validity and Reliability 19

3.4.1 Validity Test 19

3.4.2 Reliability 19

3.4.3 Descriptive Analysis (Questionnaire) 19

3.4.4 Inferential Analysis: (SEM-PLS) 20
CHAPTER IV: ANALYSIS AND INTERPRETATION 21
4.1 Company Profile 21
4.2 Descriptive Analysis 21
4.2.1 Descriptive Characteristics of Research Respondents 21
4.2.2 Descriptive Analysis of Research Variables 24
4.2.3 Descriptive Analysis of Monitoring Variables 24
4.3 Model Evaluation 27
4.4 Validity Test 27
4.4.1 Convergent Validity (Validity Test Using Outer Loading) 28
4.4.2 Discriminant Validity (Validity Test Using AVE) 28
4.5 Multicollinearity Test 32
4.6 Inner Model Test 33
4.7 Hypothesis Testing 34
CHAPTER V: CONCLUSION AND RECOMMENDATION 39
5.1 Hypothesis Answer 39
5.2 Implication 39
5.2.1 Theoretical Implication 39
5.2.2 Managerial Implication 39
5.3 Limitations & Suggestion for Future Research 40
REFERENCES 41
APPENDICES 46