

## ABSTRAK

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**Judul Skripsi** : “Pengaruh *Viral Marketing*, *Celebrity Endorser* dan Harga Terhadap Keputusan Pembelian BTS Meal (Studi Kasus Konsumen McDonald’s di BSD)”  
**Dosen Pembimbing** : Mutiara Eka Puspita, S.MB, MSi

Tujuan penelitian ini adalah untuk mengetahui apakah *Viral Marketing*, *Celebrity Endorser* dan Harga Berpengaruh Terhadap Keputusan Pembelian BTS Meal (Studi Kasus Konsumen McDonald’s di BSD)”. Sampel pada penelitian ini adalah berjumlah 102 responden, dengan teknik pengambilan sampel menggunakan *Purposive Sampling*, kriterianya adalah orang yang melakukan pembelian BTS Meal min 1 kali di BSD. metode analisa penelitian ini menggunakan *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least Square* (PLS) dan menggunakan *Software SmartPLS3*. Hasil penelitian menunjukkan bahwa 1) Ditemukan hasil bahwa terdapat pengaruh kuat dan signifikan antara *Viral Marketing* dan keputusan pembelian BTS Meal dengan nilai T Statistics 5.551 dan P-Values 0,000. 2) *Celebrity Endorse* berpengaruh kuat dan signifikan terhadap keputusan pembelian BTS Meal nilai T Statistics 2.573 dan P-Values 0,010. 3) harga tidak berpengaruh signifikan terhadap keputusan pembelian BTS Meal. Hal ini dikarenakan nilai T Statistics kurang dari 1,98 dan nilai P-Values lebih dari 0,05, nilai T Statistics harga pada penelitian ini 1.731 dan P-Values 0,084.

**Kata kunci:** *Celebrity Endorse*, *Harga*, *Viral Marketing*

## ABSTRACT

*The purpose of this study is to find out whether Viral Marketing, Celebrity Endorsers and Price Have An Effect On BTS Meal Purchasing Decisions (McDonald's Consumer Case Study on BSD)". The sample in this study was 102 respondents, with a sampling technique using Purposive Sampling, the criteria were people who purchased BTS Meal min 1 time in BSD. This research analysis method uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach and uses SmartPLS3 Software. The results showed that 1) It was found that there was a strong and significant influence between Viral Marketing and the purchase decision of BTS Meal with a T Statistics value of 5,551 and P-Values of 0.000. 2) Celebrity Endorsement has a strong and significant effect on the purchase decision of BTS Meal T Statistics value 2,573 and P-Values 0.010. 3) the price does not have a significant effect on the purchase decision of the BTS Meal. This is because the T Statistics value is less than 1.98 and the P-Values value is more than 0.05, the price T Statistics value in this study is 1,731 and the P-Values are 0.084 4) The result of the Goodness of Fit (GOF) value in this study is 0.509. This means that the fit of the model and the variables of this study is large or strong.*

**Keywords: Celebrity Endorsement, Price, Viral Marketing**

