

ABSTRACT

This study entitled "Analysis of Effect of Viral Marketing on Consumer Purchase Decision Process Against Online at Shopee Handphone category". This study aimed to analyze the influence of Viral Marketing that consists of five dimensions, namely the electronic media, product knowledge, product discussions, and reduce uncertainty about the purchase decision process. The population in this study is the buyer's mobile phone in Shopee application. This type of research that will be used is purposive sampling survey, by distributing questionnaires to 100 respondents who have made purchases online on a mobile phone "Shopee". The test results showed that the electronic media, product knowledge, product discussions, and reduce uncertainty significantly influence consumer buying decision process online at Shopee.

Keywords: Electronic Media, Knowledge Products, Product Discussion, Reducing Uncertainty, Purchase Decision Process