

ABSTRACT

Research aims at understanding the influence of trust and viral marketing on customer buying decision. Population of this study were people whom make online purchase on Instagram. This type of research is Survey with purposive sampling. Data collection technique is online questionnaire were given to 96 responden whom make online purchase on Instagram through @Yang_Collection, @nbee_shop, and @vl_gallery. The result of this study, there is effect of trust and viral marketing on customer buying deciosion.

Keyword: trust, viral marketing, and buying decision.