

ABSTRACT

This study aimed to analyze the effect of viral marketing on customer purchasing decisions knockoff handbags online through social media Facebook and to analyze the effect of confidence in the purchasing decisions of customers knockoff handbags online through social media Facebook. This study used a sample of 100 respondents using purposive sampling with criteria for the sampling of respondents had been put through a mock online purchase bags and a minimum age of 12 years, the WHO criteria divides teens, ranging from 12-21 years. Distribution of early adolescence (12-15 years), middle adolescence (15-18 years) and late adolescence (18-21 years). The procedure is done by filling out the questionnaire: the questionnaire that has been prepared is sent to the inbox of an individual consumer online knockoff handbag ago after being charged by the respondent, the questionnaire tsbt sent back via inbox on Facebook and on the answers of respondents were then processed and uploaded in SPSS. The research results showed that the viral marketing variables (X1) and trust (X2) have an influence on purchasing decisions knockoff handbags online at facebook networking.

Keywords: Viral Marketing, Trust and Purchase Decision