

ABSTRACT

Many factors influence purchasing decisions through the Shopee application in terms of the reasons for its users, and what are the things that encourage them to use it. This study aims to analyze the effect of viral marketing, celebrity endorsers, brand image, and halal awareness on purchasing decisions using the Shopee application in the Muslim community in Semarang City.

The number of samples in this study were 100 samples with a population of Muslim communities in Semarang City. Data collection was carried out using primary data by distributing questionnaires. Data analysis was carried out through analysis with multiple linear regression.

The results of this study indicate that celebrity endorser, brand image, and halal awareness variables have an influence on purchasing decisions using the Shopee application. Meanwhile, viral marketing variables, these variables have no influence on purchasing decisions using the Shopee application. However, all of these variables simultaneously have a significant influence on purchasing decisions using the Shopee application.

Keywords : Muslim Community, Shopee, Viral Marketing, Celebrity Endorser, Brand Image, Halal Awareness