

ABSTRACT

The development of the business world today is characterized by increasingly sharp competition. Therefore, the role of marketing is increasingly important and is the spearhead of every company. One of them is by utilizing social media in a marketing strategy that can support the sustainability of a business. This research aims to determine the influence of celebrity endorsers, viral marketing, and online advertising on purchase decisions through purchase intention among Miulan consumers in Semarang City.

The population in this study are consumers who have purchased Miulan products. The sample used was 100 samples of Miulan consumers in Semarang City using a purposive sampling method. The data collection technique is in the form of a questionnaire. The data analysis technique used is Structural Equation Model (SEM) via SmartPLS 3 software.

The research results show that the variables celebrity endorser, viral marketing, and online advertising have a positive and significant effect on purchase decisions. The results of the analysis show that purchase intention can mediate celebrity endorsers, viral marketing, and online advertising, and provide a positive and significant influence on purchase decisions.

The conclusion from this research is that celebrity endorsers, viral marketing and online advertising can increase purchase decisions. Purchase intention can also mediate the influence of celebrity endorsers, viral marketing, and online advertising on purchase decisions. CV Miulan hopes to continue to increase the use of celebrities with high credibility and attractiveness, viral marketing, and the use of online advertising so that it can create positive testimonials from customers. It is hoped that future research will add other variables that have not been studied.

Keywords : Social Media Marketing, Celebrity Endorser, Viral Marketing, Online Advertising, Purchase Intention, Purchase Decision