

ABSTRACT

Alfamart, as one of the leading retail companies in Indonesia, has experienced a decline in sales according to the Top Brand Awards in recent years. Therefore, this thesis aims to investigate and analyze the influence of Brand Ambassador, Viral Marketing, and Tagline on Purchase Decision with Brand Awareness as the intervening variable.

Data collection was conducted by distributing questionnaires through Google Form and obtaining responses from 170 respondents. The research employed Non-Probability Sampling method, specifically Purposive Sampling. Data analysis was carried out using Structural Equation Modeling (SEM) technique to examine the causality among the proposed variables in the research model, utilizing SmartPLS 4 software as the analytical tool.

The analysis results revealed that the brand ambassador does not have an impact on brand awareness and purchase decision. Additionally, viral marketing also does not directly affect the purchase decision but influences brand awareness. On the other hand, the tagline is found to significantly affect both brand awareness and purchase decision. Throughout this study, it was found that brand awareness has a positive and significant influence on purchase decision.

Keywords: Brand Ambassador, Viral Marketing, Tagline, Brand Awareness, Purchase Decision