

## ABSTRACT

The growth of beauty industry in Indonesia is predicted keep growing until 2035. Along with this development, several international beauty brands have entered the Indonesian market, including TIRTIR. TIRTIR, which has only recently entered the Indonesian market, is a South Korean beauty brand known for its luxurious and effective skincare and makeup products. Viral marketing, as one of the emerging marketing strategies due to its potential to rapidly spread messages, is used by TIRTIR to strengthen their brand presence upon entering Indonesian market. However, despite the campaign's virality and extensive reach, the purchase intention rate in Indonesia remains lower compared to other countries. This phenomenon indicates the brand's viral reach has not been optimally converted into consumer buying intention within the Indonesian market.

Hence, this study adopts the Stimulus-Organism-Response (SOR) framework to gain further understanding and address the complex connection between Viral Marketing and Purchase intention, with Perceived Quality and Brand Trust as the mediator. This research also follows future research suggestions to examine consumer perceptions regarding Viral Marketing, such as Perceived Quality and Brand Trust. The sample for this study were 109 respondents who is an active TikTok user, familiar with TIRTIR brand, 12-27 years old, and domiciled in DKI Jakarta. The data collected will be examined using the CB-SEM approach and processed with AMOS software.

The findings indicates that all of the hypothesis proposed in this study was accepted. The findings reveals that Viral marketing has a significant positive effect on perceived quality, Viral marketing has a significant positive effect on brand trust, Viral marketing has a significant positive effect on purchase intention, Perceived quality has a significant positive effect on brand trust, Perceived quality has a significant positive effect on purchase intention, and Brand Trust has a significant positive effect on purchase intention. This study contributes to the understanding of consumer behavior by examining the relationship between Viral Marketing and Purchase Intention, as Perceived Quality and Brand Trust as the mediators within the beauty industry.

**Keywords: Digital Marketing, Viral Marketing, Perceived Quality, Brand Trust, Purchase Intention, Beauty Brands**