

***THE EFFECT OF VIRAL MARKETING SATISFACTION AND PURCHASE
QUALITY ON THE PURCHASE DECISION OF SENSI MASK IN THE ERA OF
THE COVID-19 PANDEMIC***

(Study on Consumers in Jombang Regency)

ABSTRACT

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This study aims to determine and explain the influence of Viral Marketing and Product Quality on Decisions to Purchase Sensi Masks in the Era of the COVID-19 Pandemic. This study uses an explanatory survey research method using a quantitative approach. The population in this study is the number of Sensi Mask customers in Jombang whose number is unknown with the research sample taken as many as 100 people. The sampling technique in this study used probability sampling, namely simple random sampling. Data analysis using multiple linear regression and hypothesis testing and the coefficient of determination with the help of SPSS. Based on the results of the study, it shows that the influence of Viral Marketing and Product Quality has a positive and significant relationship to the Purchase Decision of Sensi Masks.

Keywords: Viral Marketing, Product Quality, Purchase Decision.