

## ABSTRAK

Tujuan Penelitian ini adalah untuk mengetahui pengaruh langsung *social media marketing* dan *viral marketing* terhadap *customer trust*, mengetahui pengaruh langsung *social media marketing*, *viral marketing*, dan *customer trust* terhadap *purchase intention* dan pengaruh tidak langsung *social media marketing* dan *viral marketing* terhadap *purchase intention* melalui *customer trust*. Penelitian ini menggunakan metode analisis *path* dan pengumpulan data dilakukan menggunakan kuesioner yang disebarakan secara online melalui *google form*. Kuesioner terkumpul sebanyak 160 responden dengan teknik pengambilan sampel menggunakan metode *purpose sampling*. Hasil analisis penelitian yaitu *social media marketing* berpengaruh positif terhadap *customer trust*, *viral marketing* juga berpengaruh positif terhadap *customer trust*, *social media marketing* berpengaruh positif terhadap *purchase intention*, sedangkan *viral marketing* tidak berpengaruh terhadap *purchase intention*, berikutnya *Customer trust* berpengaruh positif terhadap *purchase intention*, *social media marketing* berpengaruh terhadap *purchase intention* melalui *customer trust*, dan *viral marketing* berpengaruh terhadap *purchase intention* melalui *customer trust*. Diharapkan hasil penelitian ini dapat memberikan manfaat kepada perusahaan agar dapat meningkatkan *social media marketing* dan *viral marketing* sehingga kepercayaan dan niat beli konsumen terhadap produk Es Teh Indonesia meningkat.

**Kata Kunci:** *social media marketing*, *viral marketing*, *customer trust*, *purchase intenti*

## **ABSTRACT**

*The purpose of this study was to determine the direct effect of social media marketing and viral marketing on customer trust, to determine the direct effect of social media marketing, viral marketing, and customer trust on purchase intention and the indirect effect of social media marketing and viral marketing on purchase intention through customer trust. . This study used the path analysis method and data collection was carried out using a questionnaire distributed online via Google from. The questionnaire collected as many as 160 respondents with the sampling technique using the purposive sampling method. The results of the research analysis are that social media marketing has a positive effect on customer trust, viral marketing also has a positive effect on customer trust, social media marketing has a positive effect on purchase intention, while viral marketing has no effect on purchase intention, then customer trust has a positive effect on purchase intention, social media marketing influences purchase intention through customer trust, and viral marketing influences purchase intention through customer trust. It is hoped that the results of this research can provide benefits to companies in order to improve social media marketing and viral marketing so that consumer trust and purchase intentions for Indonesian Iced Tea products increase.*

**Keywords:** *social media marketing, viral marketing, customer trust, purchase intention*