

## **ABSTRACT**

*The development of the fashion industry in Indonesia in recent years is very rapidly, one of the benchmark success of a business is to increase consumer purchase in the product. One of the factors that can affect sales success in business is promotion and product quality. Business people began to utilize social media as its sales platform and also as its promotional media. This research aims to determine the influence of viral marketing and product quality on the purchase decision of Compass shoes through social media Instagram. This type of research is quantitative and uses methods of descriptive analysis. The data analysis technique used is a double linear regression analysis. The samples in this study amounted to 400 people with a population of all individuals who use Instagram social media who know, have intentions to buy, and have made purchases on Compass shoes either through Instagram, as well as online stores everywhere. Based on the results of the study, the respondents could conclude the response of the Viral Marketing variable which has a percentage of 82.07% in good category, the product quality variable has a percentage of 64.64% with both categories and the purchase decision variable has a percentage of 55.11% with a good category. The conclusion to this research is the Viral Marketing and quality products effect on purchase decision of Compass shoes with a percentage of 44.8% and the remaining 55.2% are influenced by other variables that are not researched in this study. The result can be interpreted as the better Viral Marketing and product quality that is owned by the Compass, the better also the consumer purchase decision on Compass shoes.*

*Keywords: Viral Marketing, Product Quality, Purchasing Decisions*