

ABSTRACT

The #TokopediaWIB campaign is a form of marketing strategy which is done by Tokopedia on Twitter by uploading campaign-related information to Twitter users, including @tokopedia Twitter account followers. This strategy is chosen by Tokopedia considering how Twitter is one of the social media with the ability to spread information quickly through its features: Tweet, Retweet, and Like. Based on previous statements, we determined to analyze the influence of the #TokopediaWIB campaign on the purchase decision of consumers through a quantitative study that involved @tokopedia Twitter account followers using the AISAS method. The study used the concept of viral marketing campaign, purchase decision with AISAS method. The independent variable used in this study is the viral marketing campaign followed by purchase decision as to the dependent variable. The sample of this study included solely @tokopedia Twitter account followers with distributing questionnaires for collecting the data. The study was done by descriptive-analytic technique followed by a test of normality, correlation analysis, linear regression analysis, coefficient of determination, and hypothesis testing. The results obtained from this study is a total of 86,7% represented the viral marketing campaign (variable X) and the purchase decision (variable Y) was assessed through the AISAS method resulting in Attention (84,2%), Interest (78,2%), Search (76,8%), Action (74%), and Share (61%). The results of this study suggested great results according to the continuum line. The hypothesis testing showed a significant result of influence between both variables. There was a statistically significant influence between the viral marketing campaign and the purchase decision with an overall P value < 0,05. This study concluded the #TokopediaWIB campaign has influenced the purchase decision (action) in the amount of 15%. The remaining 85% was not analyzed further in this study.

Keywords: AISAS, purchases decision, Twitter, viral marketing campaign