ABSTRAK

Anis Novianti. 2026. Pengaruh *Viral marketing*, *Brand Awareness*, dan *Fear of Missing Out* Terhadap Keputusn Pembelian (Studi Kasus Pada Pengguna *Skincare* Skintific di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembing (1) Dr. Apriyanti S.E., M.M., Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan dari penelitian ini untuk mengetahui adanya pengaruh *viral marketing, brand awareness,*dan *fear of missing out* (FoMO) terhadap keputusan pembelian pada pengguna *skincare* Skintific di Kota Madiun. Sumber data dalam penelitian ini yaitu data primer dimana metode pengumpulan data menggunakan kuesioner dengan teknik *purposive sampling* yang disebar kepada seluruh pengguna produk *skincare* Skintific di Kota Madiun. Jumlah sampeel yang digunakan berjumlah 385 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan analisis *Structural Equation Model* (SEM) dengan bantuan *software smart*PLS (*Partial Least square*).

Hasil penelitian ini adaalah *viral marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Skintific di Kota Madiun, *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Skintific di Kota Madiun, *fear of missing out* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Skintific di Kota Madiun dan *viral marketing, brand awareness,* dan *fear of missing out* (FoMO) secara simultan berpengatuh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Viral Marketing; Brand Awareness; Fear of Missing Out;* Keputusan Pembelian

ABSTRAK

Anis Novianti. 2026. The Influence of Viral Marketing, Brand Awareness, and Fear of Missing on Purchase Decisions (A Case Study of Skintific Skincare Users in Madiun City). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I): Dr. Apriyanti, S.E., M.M., Advisor (II) Hendra Setiawan, S.E., M.M.

The purpose of this study was to determine the influence of viral marketing, brand awareness, and fear of missing out (FoMO) on purchase decisions among Skintific skincare users in Madiun City. The data source in this study was primary data, collected through questionnaires using a purposive sampling technique distibuted to Skintific skincare product users in madiun City. The total sample used in this study consisted of 385 respondents. This research employed a quantitative approach using Structural Equation Modeling (SEM) analysis with the assistance of SmartPLS (Partial Least Squares) software.

The result of this study indicate that viral marketing has a positive and significant effect on purchase decisions for Skintific skincare product in Madiun City, brand awareness has a positive and significant effect on purchase decisions for Skintific skincare products in Madiun City, fear of missing out has a positive and significant effect on purchase decisions for Skintific skincare product in Madiun City, and viral marketing, brand awareness, and fear of missing out (FoMO) simultaneosly have a positive and significant effect on purchase decisions.

Keywords: *Viral Marketing; Brand Awareness; Fear of Missing Out; Purchase Decisions*