

ABSTRACT

The need for ready-to-drink coffee in Indonesia is increasing, one of the national coffee players is Good Day RTD, although in terms of volume it is the highest in its class but there is a decline in top of mind. In general, this research analyzes the purchase decisions of Good day RTD. This study aims to analyze the role of consumer trust in mediating brand image and viral marketing on purchase decision. 150 samples are used in this research and SEM-PLS is used to analyze the data. The results show that brand image has a significant positive effect on purchase decision, viral marketing has a significant positive effect on purchase decision, and Consumer trust has a significant positive effect on purchase decision. Consumer trust has a significant positive effect on mediating brand image and viral marketing on purchase decision, Management is advised to enlarge the viral marketing strategy in marketing its products because this factor has a major influence on increasing consumer confidence and product purchasing decisions.

Keywords: Brand Image, Purchase Decision, Consumer Trust, Viral Marketing

ABSTRAK

Kebutuhan minum kopi siap minum di Indonesia semakin meningkat, salah satu pemain kopi nasional adalah Good Day RTD, meskipun secara volume tertinggi dikelasnya namun terjadi penurunan *top of mind*. Secara umum penelitian ini menganalisis keputusan pembelian konsumen Good day RTD dengan adanya peran *consumer trust* dalam memediasi *brand image* dan *viral marketing*. Jumlah sample dalam penelitian ini adalah 150 orang dan SEM-PLS digunakan untuk menganalisis data yang terkumpul. Hasil menunjukkan bahwa *brand image* berpengaruh positif signifikan terhadap *purchase decision*, *viral marketing* berpengaruh positif signifikan terhadap *purchase decision*, *Consumer trust* berpengaruh positif signifikan terhadap *purchase decision*. *Consumer trust* berpengaruh positif signifikan memediasi *brand image* dan *viral marketing* terhadap *purchase decision*. Manajemen disarankan untuk memperbanyak dan memperluas strategi *viral marketing* dalam memasarkan produknya karena faktor ini berpengaruh besar untuk meningkatkan kepercayaan konsumen dan keputusan pembelian produk.

Kata Kunci : *brand image, purchase decision, consumer trust, viral marketing*