

SUMMARY

This research is a type of quantitative research on EsTeh Indonesia consumers. The title of this research is "The Influence of Product Knowledge, Product Innovation and Viral Marketing on Purchase Decisions with Brand Awareness as a Mediation Variable (Case Study on Consumers EsTeh Indonesia)".

This study aims to analyze the effect of product knowledge, product innovation, and viral marketing on purchase decisions through brand awareness. The population in this study is all EsTeh Indonesia consumers who have purchased EsTeh Indonesia products approximately twice. Measurement of variables in this study using a Likert scale and hypothesis testing used Structural Equation Modeling (SEM).

The results of this study indicate that (1) Product knowledge has a negative effect on brand awareness, (2) Product knowledge has a negative effect on purchase decisions, (3) Product innovation has a positive effect on brand awareness, (4) Product innovation has a negative effect on purchase decisions, (5) Viral marketing has a positive effect on brand awareness, (6) Viral marketing has a positive effect on purchase decisions, (7) Brand awareness has a positive effect on purchase decisions, (8) Brand awareness does not mediate the effect of product knowledge on purchase decisions, (9) Brand awareness mediates the effect of product innovation on purchase decisions, (10) Brand awareness mediates the effect of viral marketing on purchase decisions.

The implication of this research is to improve purchase decision, EsTeh Indonesia must maintain and improve product knowledge, product innovation, viral marketing, and brand awareness considering the number of contemporary beverage brands in Indonesia.

Keywords: Product Knowledge, Product Innovation, Viral Marketing, Brand Awareness, Purchase Decision

RINGKASAN

Penelitian ini merupakan jenis penelitian kuantitatif pada konsumen EsTeh Indonesia. Judul Penelitian ini adalah “Pengaruh Product Knowledge, Product Innovation dan Viral Marketing terhadap Purchase Decision dengan Brand Awareness sebagai Variabel Mediasi (Studi Kasus pada Konsumen EsTeh Indonesia)”.

Penelitian ini bertujuan untuk menganalisis pengaruh product knowledge, product innovation, dan viral marketing terhadap purchase decision melalui brand awareness. Populasi dalam penelitian ini adalah seluruh konsumen EsTeh Indonesia yang telah membeli produk EsTeh Indonesia kurang lebih dua kali. Pengukuran variabel dalam penelitian ini menggunakan skala Likert dan pengujian hipotesis menggunakan Structural Equation Modeling (SEM).

Hasil penelitian ini menunjukkan bahwa (1) Product knowledge berpengaruh negatif terhadap brand awareness, (2) Product knowledge berpengaruh negatif terhadap purchase decision, (3) Product innovation berpengaruh positif terhadap brand awareness, (4) Product innovation berpengaruh negatif terhadap purchase decision, (5) Viral marketing berpengaruh positif terhadap brand awareness, (6) Viral marketing berpengaruh positif terhadap purchase decision, (7) Brand awareness berpengaruh positif terhadap purchase decision, (8) Brand awareness tidak memediasi pengaruh dari product knowledge terhadap purchase decision, (9) Brand awareness memediasi pengaruh dari product innovation terhadap purchase decision, (10) Brand awareness memediasi pengaruh dari viral marketing terhadap purchase decision.

Implikasi dari penelitian ini adalah untuk meningkatkan purchase decision, EsTeh Indonesia harus mempertahankan dan meningkatkan product knowledge, product innovation, viral marketing, dan brand awareness mengingat banyaknya brand minuman kekinian di Indonesia.

Kata Kunci: Pengetahuan Produk, Inovasi Produk, Pemasaran Viral, Kesadaran Merek, Keputusan Pembelian