

## RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *viral marketing* terhadap pembelian impulsif dengan menggunakan sikap kognitif dan sikap afektif sebagai variabel mediasi pada pengguna TikTok Shop di Indonesia. Sampel pada penelitian ini yaitu sebanyak 223 responden dengan teknik penetapan sampel menggunakan *purposive sampling*. Berdasarkan penelitian yang telah dilakukan dengan menggunakan analisis *Structural Equation Modeling (SEM)* diolah dengan software AMOS menunjukkan bahwa:(1) *Viral Marketing* berpengaruh negatif terhadap Pembelian Impulsif (2) *Viral Marketing* berpengaruh positif terhadap Sikap Kognitif (3) *Viral Marketing* berpengaruh positif terhadap Sikap Afektif (4) Sikap Kognitif berpengaruh positif terhadap Pembelian Impulsif (5) Sikap Afektif berpengaruh positif terhadap Pembelian Impulsif (6) Sikap Kognitif memediasi pengaruh *Viral Marketing* terhadap Pembelian Impulsif (7) Sikap Afektif memediasi pengaruh *Viral Marketing* terhadap Pembelian Impulsif.

**Kata Kunci :** *Viral Marketing, Sikap Kognitif, Sikap Afektif, Pembelian Impulsif*

## SUMMARY

*This study aims to determine the effect of viral marketing on impulsive purchases by using cognitive attitudes and affective attitudes as mediating variables for TikTok Shop users in Indonesia. The sample in this study was 223 respondents with a sampling technique using purposive sampling. Based on research that has been done using Structural Equation Modeling (SEM) analysis processed with AMOS software shows that: (1) Viral Marketing has a negative effect on Impulsive Buying (2) Viral Marketing has a positive effect on Cognitive Attitudes (3) Viral Marketing has a positive effect on Attitudes Affective (4) Cognitive Attitude has a positive effect on Impulsive Buying (5) Affective Attitude has a positive effect on Impulsive Buying (6) Cognitive Attitude mediates the influence of Viral Marketing on Impulsive Buying (7) Affective Attitude mediates the influence of Viral Marketing on Impulsive Buying.*

**Keywords:** *Viral Marketing, Cognitive Attitude, Affective Attitude, Impulsive Buying*

