

**THE EFFECTS OF VIRAL MARKETING AND SOCIAL MEDIA
MARKETING TOWARDS STARBUCKS CONSUMERS PURCHASE
DECISION**

THESIS

Presented as Partial Fulfilment of the Requirements of the
Degree of Sarjana Ekonomi (S1) in International Business
Management Program Faculty of Business and Economics
Universitas Atma Jaya Yogyakarta



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**FACULTY OF BUSINESS AND ECONOMI
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2024**

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I, Benjamin Roland Wijaya, affirm that the content presented in this thesis, titled "The Impact of Viral Marketing and Social Media Marketing on Starbucks Consumers' Purchase Decisions," is entirely my original work, unless otherwise indicated. All sources referenced in this thesis have been appropriately acknowledged and cited. I have not utilized any unauthorized materials or aid in the production of this thesis. Furthermore, I confirm that this thesis has not been submitted for any other academic degree or credential at Atma Jaya Yogyakarta University or any other institution.

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ABSTRACT

THE EFFECTS OF VIRAL MARKETING AND SOCIAL MEDIA MARKETING TOWARDS STARBUCKS CONSUMERS PURCHASE DECISION

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In recent years, the rapid expansion of internet usage has reshaped consumer behavior and marketing strategies, particularly in the realm of social media. As individuals increasingly turn to platforms like Instagram, Facebook, and Twitter for product information and peer recommendations, businesses have recognized the potential of viral marketing and social media marketing in influencing consumer purchasing decisions. Against this backdrop, Starbucks, a globally recognized coffee brand, serves as a pertinent case study for exploring the dynamics of viral marketing, social media marketing, and purchase decisions. This research aims to investigate the interplay between viral marketing, social media marketing, and purchase decisions among Starbucks consumers. Leveraging SPSS software, the study will analyze data collected from 180 respondents to understand the impact of viral marketing and social media marketing on consumer perceptions and purchasing behavior. By focusing on Starbucks as the object of study, this research seeks to provide insights into how the brand utilizes viral marketing and social media platforms to engage with consumers and drive purchase decisions. Through surveys and statistical analysis, the study will explore the relationships between viral marketing, social media marketing strategies employed by Starbucks, and the resulting purchase decisions of consumers. Ultimately, this research endeavors to contribute to a deeper understanding of the role of viral marketing and social media marketing in shaping consumer behavior within the context of a prominent brand like Starbucks. By identifying key factors that influence purchase decisions, the findings of this study will inform Starbucks' marketing strategies, helping the company optimize its digital marketing efforts to better connect with consumers in the digital age.

Keywords: Viral Marketing, Social Media Marketing, Purchase Decision.