

**THE ROLE OF VIRAL MARKETING IN CONSUMER PURCHASE INTENTION  
AND PURCHASE DECISION IN EDTECH APPLICATION**

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### THE ROLE OF VIRAL MARKETING IN CONSUMER PURCHASE INTENTION AND PURCHASE DECISION IN EDTECH APPLICATION

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Education technology (edtech) application is an innovative product to increase students' outcomes by enhancing teacher-led learning in virtual classrooms. During the COVID-19 pandemic, education must do work at home. Although it poses many threats to education industry, but it can be turned into opportunities. In other hand, social media marketing strategy become interest of previous scholars, including viral marketing. Viral marketing is also regarded as the “holy grail” of digital marketing (Akpinar and Berger, 2017). This study aims to investigate the influence of viral marketing in consumer purchase intention toward consumer purchase decision from the perspective of student-parent as consumer. It expands previous study of Reischtein and Bursch (2019) concerning the decision-making process in viral marketing. This study uses quantitative method with 120 respondents through questionnaire. The data are analyzed by SPSS@AMOS Structural Equation Modeling. We find that viral marketing positively moderates the relation of consumer purchase intention and consumer purchase decision. We also posit that product quality, service quality, brand awareness, and price awareness are the antecedents of consumer purchase intension in edtech industry.

*Keywords: Brand Awareness, Service Quality, Purchase Intention, Purchase Decision, Viral Marketing*



## DEDICATION

I dedicate this works for the future of education in Indonesia.



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