

ABSTRACT

ANALYSIS OF THE EFFECT OF LIVE STREAMING, INFLUENCER MARKETING, AND ONLINE CUSTOMER REVIEW ON PURCHASE DECISIONS ON SHOPEE

*(Survey on Students of the Development Economics Study Program, Faculty of
Economics and Business, Universitas Siliwangi)*

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Guide I : Apip Supriadi

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The purpose of this research is to analyze: a) student responses to live streaming, influencer marketing, online customer review, and purchase decisions; b) the influence of live streaming, influencer marketing, and online customer review partially on purchase decisions; and c) the influence of live streaming, influencer marketing, and online customer review simultaneously on purchase decisions. This research used a sample of 100 respondents. The analytical tool used is multiple linear regression. The results of this study indicate that: a) responses to purchase decisions, live streaming, influencer marketing, and online customer review are categorized as very high; b) the live streaming variable has a positive but not significant effect on the purchase decision variable, the influencer marketing variable has a positive and significant effect on the purchase decision variable, and the online customer review variable also has a positive and significant effect on the purchase decision variable; and c) the variables of live streaming, influencer marketing, and online customer review simultaneously have a significant effect on the purchase decision variable.

Keywords: *purchase decision, live streaming, influencer marketing, online customer review*

ABSTRAK

ANALISIS PENGARUH *LIVE STREAMING*, *INFLUENCER MARKETING*, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE

(Survey pada Mahasiswa Program Studi Ekonomi Pembangunan Fakultas
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Penelitian ini bertujuan untuk mengetahui: a) tanggapan mahasiswa terhadap *live streaming*, *influencer marketing*, *online customer review*, dan keputusan pembelian. b) pengaruh *live streaming*, *influencer marketing*, *online customer review* secara parsial terhadap keputusan pembelian dan c) pengaruh *live streaming*, *influencer marketing*, *online customer review* secara bersama-sama terhadap keputusan pembelian. Penelitian ini melibatkan 100 responden sebagai sampel. Alat analisis yang digunakan dalam penelitian ini adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa: a) tanggapan terhadap keputusan pembelian, *live streaming*, *influencer marketing*, dan *online customer review* dikategorikan sangat tinggi b) variabel *live streaming* berpengaruh positif namun tidak signifikan terhadap variabel keputusan pembelian, variabel *influencer marketing* berpengaruh positif dan signifikan terhadap variabel keputusan pembelian, variabel *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian dan c) variabel *live streaming*, variabel *influencer marketing*, variabel *online customer review* secara bersama-sama berpengaruh signifikan terhadap variabel keputusan pembelian.

Kata kunci: keputusan pembelian, *live streaming*, *influencer marketing*, *online customer review*