

ABSTRAK

**PENGARUH LIVE STREAMING SELLING, REVIEW PRODUCT DAN DISCOUNT
TERHADAP MINAT BELI KONSUMEN PENGGUNA
E-COMMERCE SHOPEE**

Clara Firda Amanda
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan *live streaming selling*, *review product* dan *discount* terhadap minat beli konsumen pengguna *e-commerce* Shopee, (2) pengaruh secara parsial *live streaming selling* terhadap minat beli konsumen pengguna *e-commerce* Shopee, (3) pengaruh secara parsial *review product* terhadap minat beli konsumen pengguna *e-commerce* Shopee, (4) pengaruh secara parsial *discount* terhadap minat beli konsumen pengguna *e-commerce* Shopee. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah seluruh pengguna *e-commerce* Shopee yang berdomisili di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dengan menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 95 responden yang pernah melakukan pembelian di Shopee minimal 1 kali dalam 6 bulan terakhir dan pernah melihat *live streaming*, *review product* dan *discount* sebelum melakukan pembelian. Pengolahan data menggunakan bantuan aplikasi IBM SPSS Statistics 27. Teknik pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, regresi linier berganda, uji hipotesis dan koefisien determinasi. Hasil dari penelitian ini menunjukkan bahwa: (1) *live streaming selling*, *review product* dan *discount* secara simultan berpengaruh terhadap minat beli konsumen pengguna *e-commerce* Shopee, (2) *live streaming selling* secara parsial tidak berpengaruh terhadap minat beli konsumen pengguna *e-commerce* Shopee, (3) *review product* secara parsial berpengaruh terhadap minat beli konsumen pengguna *e-commerce* Shopee, (4) *discount* secara parsial berpengaruh terhadap minat beli konsumen pengguna *e-commerce* Shopee.

Kata Kunci : *Live streaming selling*, *review product*, *discount*, minat beli

ABSTRACT

**THE EFFECT OF LIVE STREAMING SELLING, REVIEW PRODUCT AND
DISCOUNT ON CONSUMER PURCHASE INTENTION AT
E-COMMERCE SHOPEE USERS**

Clara Firda Amanda
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the simultaneous effect of live streaming selling, product reviews and discounts on consumer purchase intention at e-commerce Shopee users, (2) the partial effect of live streaming selling on consumer purchase intention at e-commerce Shopee users, (3) the partial effect of product reviews on consumer purchase intention at e-commerce Shopee users, (4) the partial effect of discounts on consumer purchase intention at e-commerce Shopee users. This research is quantitative research. The population in this study were all Shopee e-commerce users who live in the Special Region of Yogyakarta. The sampling technique used purposive sampling. The data was obtained by distributing questionnaires to 95 respondents who had made purchases at Shopee at least once in the last 6 months and had seen live streaming, product reviews and discounts before making a purchase. Data processing using the help of the IBM SPSS Statistics 27 application. The instrument testing techniques using validity tests and reliability tests. The data analysis technique uses descriptive analysis, classical assumption test, multiple linear regression, hypothesis testing and the coefficient of determination.. The results of this study show that: (1) the live streaming selling, review product and discount simultaneously affect on consumer purchase intention at e-commerce Shopee users, (2) the live streaming selling partially has no effect on consumer purchase intention at e-commerce Shopee users, (3) the review product partially affects on consumer purchase intention at e-commerce Shopee users, (4) the discount partially affects on consumer purchase intention at e-commerce Shopee users.

Keywords: Live streaming selling, review product, discount, purchase intention