

ABSTRAK

PENGARUH *LIVE STREAMING*, *ONLINE CUSTOMER REVIEW*, DISKON, DAN *BRAND TRUST* TERHADAP KEPUTUSAN PEMBELIAN PRODUK UGREEN PADA *E-COMMERCE SHOPEE*

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2026

Penelitian ini bertujuan untuk mengetahui Pengaruh secara simultan *Live streaming*, *Online customer review*, diskon, dan *Brand trust* terhadap keputusan pembelian produk Ugreen pada *e-commerce* Shopee, Pengaruh secara parsial *Live streaming* terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, Pengaruh secara parsial *Online customer review* terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, Pengaruh secara parsial diskon terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, Pengaruh secara parsial *Brand trust* terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee. Jenis penelitian yang digunakan adalah penelitian *explanatory research*. Populasi dalam penelitian ini adalah pengguna aktif *e-commerce* Shopee di Indonesia dan pernah melakukan pembelian produk Ugreen di *e-commerce* Shopee dengan jumlah sampel sebanyak 105 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi linier berganda dengan menggunakan program SPSS 25. Hasil penelitian ini menunjukkan bahwa: *live streaming*, *online customer review*, diskon, dan *brand trust* secara simultan berpengaruh terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, *Live streaming* secara parsial berpengaruh terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, *Online customer review* secara parsial berpengaruh terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, Diskon secara parsial berpengaruh terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee, *Brand trust* secara parsial tidak berpengaruh terhadap Keputusan Pembelian produk Ugreen pada *e-commerce* Shopee.

Kata kunci: *Live streaming*, *Online customer review*, diskon, *Brand trust*, Keputusan Pembelian.

ABSTRACT

***THE EFFECT OF LIVE STREAMING, ONLINE CUSTOMER REVIEWS, DISCOUNTS,
AND BRAND TRUST ON PURCHASE DECISIONS FOR UGREEN PRODUCTS ON THE
E-COMMERCE SITE SHOPEE***

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This research aims to determine: the simultaneous effects of Live streaming, Online customer reviews, discounts, and Brand trust on the purchase decisions of Ugreen products on Shopee e-commerce, the partial effect of Live streaming on the purchase decisions of Ugreen products on Shopee e-commerce, the partial effect of Online customer reviews on the purchase decisions of Ugreen products on Shopee e-commerce, the partial effect of discounts on the purchase decisions of Ugreen products on Shopee e-commerce, and the partial effect of Brand trust on the purchase decisions of Ugreen products on Shopee e-commerce. The type of research used is explanatory research. The population in this study is active users of Shopee e-commerce in Indonesia who have purchased Ugreen products on Shopee e-commerce, with a sample size of 105 respondents. The sampling technique used is purposive sampling. The data analysis technique in this study is descriptive analysis and multiple linear regression analysis were carried out using SPSS 25. The results of this study show that: live streaming, online customer review, discounts, and brand trust simultaneously affect the Purchase Decision of Ugreen products on the Shopee e-commerce platform, Live streaming partially affects the Purchase Decision of Ugreen products on Shopee, Online customer review partially affects the Purchase Decision of Ugreen products on Shopee, discounts partially affect the Purchase Decision of Ugreen products on Shopee, and Brand trust partially does not affect the Purchase Decision of Ugreen products on Shopee.

Keywords: Live streaming, Online customer review, discount, Brand trust, Purchasing Decisions`