

ABSTRACT

In recent years, live commerce has emerged as a dynamic and influential marketing strategy, combining live video streaming and e-commerce to engage and entice customers. This study aims to investigate the correlation between live commerce and customer buying decisions, shedding light on the impact of this innovative retail approach on consumer behavior.

The purpose of this study is to find out whether there is a relationship, both positive and negative, between people's decisions to shop or their decision to buy an item with Live Commerce events which are currently widely used by Indonesian people.

This study utilizes survey methods to gather data from participants using structured questionnaires and a quantitative approach. The sample size for this research consists of 400 individuals. In terms of the study duration, the researcher adopts a cross-sectional approach. To analyze the data, the technique used is descriptive analysis with the assistance of SmartPLS 4 software.

The research findings indicate that there is a significant positive influence on Anchor characteristic, Online Comment, Logistic Service Quality, Promotion Incentive Information factors on Perceived Trust, as well as on Anchor characteristic, Logistic Service Quality, Promotion Incentive Information factors on Perceived Value. Additionally, there is a positive influence of the mediator Perceived Trust and Value on Impulse Buying Behavior.

Keyword : E-commerce, Live Commerce, Impulse Buying Behaviour