

ABSTRACT

This study examines the influence of Shopee Live Streaming on consumer purchase decisions for Gramedia products in Bandung City. With the rise of e-commerce and live streaming as a marketing tool, it is important to understand its impact on consumer behavior. The research used a quantitative approach with a survey method, targeting 100 respondents who have a Shopee account and have purchased Gramedia products through Shopee Live Streaming. The results show that Shopee Live Streaming has a positive and significant effect on purchase decisions, with the hypothesis being accepted (t -statistic = 11.560, p -value = 0.000). The study identifies that product quality perception, host creativity, and discounts are the key elements that influence consumer decisions. These findings suggest that live streaming is an effective marketing strategy for enhancing consumer purchase decisions, especially for Gramedia products.

Keywords: Shopee Live Streaming, Purchase Decision, E-commerce, Marketing Strategy, Consumer Behavior.