

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis Pengaruh *Live Streaming Shopping* dan *Online Customer* Terhadap Keputusan Pembelian Pada Marketplace Shopee dengan Trust sebagai variabel Intervening Studi kasus Mahasiswa Upi YPTK Padang Jurusan Manajemen Angkatan 2021 . Penelitian ini adalah model *Structural Equation Modeling* (SEM) dengan alat bantu analisi SmartPLS 4.0. Populasi dan sampel penelitian ini adalah Mahasiswa dan Mahasiswi Upi YPTK Padang Angkatan 2021. Hasil penelitian menemukan tidak terdapat pengaruh antara *Live Streaming Shopping* terhadap *Trust* pada Mahasiswa UPI YPTK Padang pengguna *e-commarce* shoppe. Terdapat pengaruh antara *Online Customer Review* terhadap *Trust* pada Mahasiswa UPI YPTK Padang pengguna *e-commarce* shoppe. Terdapat pengaruh antara *Live Streaming Shopping* terhadap Keputusan Pembelian pada Mahasiswa UPI YPTK Padang *pengguna e-commarce* shoppe. Terdapat pengaruh antara *Online Customer Review* terhadap Keputusan Pembelian pada Mahasiswa UPI YPTK Padang pengguna *e-commarce* shoppe. Terdapat pengaruh antara *Trust* terhadap Keputusan Pembelian pada Mahasiswa UPI YPTK Padang pengguna *e-commarce* shoppe. *Trust* tidak memediasi *Live Streaming Shopping* terhadap Keputuasn Pembelianpada Mahasiswa UPI YPTK Padang pengguna *e-commarce* shoppe. *Trust* memediasi *Online Customer Review* terhadap Keputusan Pembelian pada Mahasiswa UPI YPTK Padang pengguna *e-commarce* shoppe.

Kata Kunci : *Live Streaming Shopping, Online Customer Review, Trust,*
Keputusan Pembelian

ABSTRACT

This research aims to understand and analyze the influence of Live Streaming Shopping and Online Customers on Purchase Decisions on the Shoppe Marketplace with Trust as an intervening variable. Case study of UPI YPTK Padang Management Department students, Class of 2021. This research is a Structural Equation Modeling (SEM) model using the SmartPLS 4.0 analysis tool. The population and sample of this study are the 2021 cohort of male and female students at UPI YPTK Padang. The research findings indicate that there is no influence of Live Streaming Shopping on Trust among UPI YPTK Padang students who use the e-commerce platform Shopee. There is an influence between Online Customer Reviews and Trust among UPI YPTK Padang students who use the Shopee e-commerce platform. There is an influence between Live Streaming Shopping and Purchase Decisions among UPI YPTK Padang students who use the Shopee e-commerce platform. There is an influence of Online Customer Reviews on Purchase Decisions among UPI YPTK Padang students who use the Shopee e-commerce platform. There is an influence of Trust on Purchase Decisions among UPI YPTK Padang students who use the Shopee e-commerce platform. Trust does not mediate Live Streaming Shopping on Purchase Decisions among UPI YPTK Padang students who use the Shopee e-commerce platform. Trust mediates Online Customer Review on Purchase Decisions among UPI YPTK Padang students who use the Shopee e-commerce platform.

Keywords: *Live Streaming Shopping, Online Customer Review, Trust, Purchase Decision*