

## Pengaruh Perceived Value Live Streaming Terhadap Purchase Intention Customers E-commerce = The Effect Of Live Streaming Perceived Value On Purchase Intention Of E-Commerce Customers

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### Abstrak

Penelitian ini diadakan untuk mengetahui apakah fitur live streaming di e-commerce dengan live streaming perceived value (utilitarian, hedonic, symbolic) memiliki pengaruh terhadap purchase intention. 223 data responden berhasil dikumpulkan selama tiga bulan terakhir dengan persyaratan responden pernah menonton siaran live streaming di website atau aplikasi mobile e-commerce Shopee. Model penelitian ini menggunakan PLS-SEM. Hasil penelitian ini menunjukkan utilitarian value berpengaruh positif terhadap customer trust pada seller, sebaliknya memiliki pengaruh tidak signifikan terhadap customer trust pada produk. Sementara itu utilitarian value tidak memiliki pengaruh terhadap customer engagement dan purchase intention. Selanjutnya, baik hedonic dan symbolic value berpengaruh positif terhadap customer trust secara keseluruhan beserta customer engagement dan purchase intention. Pada akhirnya, customer engagement yang terdapat dalam live streaming memiliki pengaruh paling tinggi secara keseluruhan terhadap purchase intention. Selain itu, penelitian ini juga menjelaskan jenis customer trust dan bagaimana trust in product berpengaruh positif terhadap trust in seller. Temuan ini diharapkan dapat menambah perkembangan literature mengenai live streaming di e-commerce beserta perceived value dalam live streaming, customer trust, customer engagement dan purchase intention

.....This study was conducted to determine whether the live streaming feature in e-commerce with live streaming of perceived value (utilitarian, hedonic, symbolic) has an influence on purchase intention. 223 respondent data has been collected over the last three months with the requirement that respondents have watched live streaming broadcasts on the Shopee e-commerce website or mobile application. This research model uses PLS-SEM. The results of this study indicate that utilitarian value has a positive effect on customer trust in the seller, on the other hand, it has no significant effect on customer trust on the product. Meanwhile, utilitarian value has no effect on customer engagement and purchase intention. Furthermore, both hedonic and symbolic values have a positive effect on overall customer trust along with customer engagement and purchase intention. In the end, customer engagement contained in live streaming has the highest overall influence on purchase intention. In addition, this study also explains the types of customer trust and how trust in products has a positive effect on trust in sellers. This finding is expected to add to the development of literature regarding live streaming in e-commerce along with the perceived value in live streaming, customer trust, customer engagement and purchase intention.