

ABSTRACT

The Influence of Live Streaming on Purchasing Decisions Through Social Interaction and Price (Case Study of The Originote Brand on the TikTok Shop Platform in JABODETABEK)

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This research aims to analyze the influence of live streaming on purchasing decisions for The Originote brand through social interactions and prices on the TikTok Shop platform. Technological advances have made live streaming a popular marketing medium today with the role of Social Interaction and Prices that enable consumers to reach purchasing decisions. This quantitative research uses data collection techniques with non-probability sampling and purposive sampling to select samples that can represent the unknown population. Data was collected through questionnaires involving respondents according to research characteristics and using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3.0 software as a tool used in data analysis techniques. This research obtained results stating that live streaming and social interactions have a significant effect, live streaming and prices have a significant effect, live streaming and purchasing decisions have an insignificant effect, social interactions and purchasing decisions have a significant effect, and prices and purchasing decisions have a significant effect.

Keywords: Live streaming, Social Interaction, Price, Purchase Decision, The Originote