

ABSTRACT

The Influence Of Live Streaming, Marketing Content And Promotion On Purchase Decisions Of Pixy Cosmetic Products

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¹⁾²⁾ *Pembangunan Jaya University Management Study*

This study aims to analyze the influence of live streaming, content marketing, and promotion on purchase decisions of Pixy cosmetic products. Using a quantitative approach, data were collected through questionnaires using purposive sampling from 126 Pixy consumers in Jakarta. Multiple regression analysis was employed to evaluate the relationship between the independent variables (live streaming, content marketing, and promotion) and the dependent variable (purchase decision). The results indicate that all three independent variables positively and significantly influence consumer purchase decisions. This study recommends companies strategically leverage live streaming and content marketing in promotional activities to enhance the competitiveness of their products in the cosmetics market.

Keywords: *Live Streaming, Marketing Content, Promotion, Purchase Decision, Cosmetic Product*