

## **ABSTRACT**

### ***The Influence of Social Media Ads and Shopee Live Streaming on Buying Intention Through Consumer Trust***

*(Case Study of H&M Fashion Products on the Shopee Platform)*

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The phenomenon of online shopping driven by the increase in E-commerce consumption has made many marketers implement online marketing via E-commerce. One of the strategies is to create an online store and implement a shopping system through live streaming and online advertising through social media, but well-known brands such as H&M have not even shown high sales figures when implementing online sales via E-commerce. This is because there is a possibility of consumer perceptions regarding online sales that often do not match their expectations, so that buying interest decreases. This study aims to find out whether social media advertising, live streaming, and consumer trust affect consumer buying interest. With a quantitative approach and SEM analysis using SmartPLS, the results show 1) Social media advertising has positive and significant effect on consumer confidence, 2) Live streaming has positive and significant effect on consumer confidence. 3) Social media advertising has no significant effect on buying interest. 4) Live streaming has positive and significant effect on buying interest. 5) Consumer trust has positive and significant effect on buying interest. 6) Social media advertising has significant effect on buying interest through consumer trust and 7) Live streaming has positive and significant effect on buying interest through consumer confidence.

**Keywords:** Live Broadcast, Social Media Advertising, Consumer Trust, Buying Interest