

ABSTRAK

Penelitian ini bertujuan mengetahui dan menganalisis pengaruh *live streaming*, *online customer review* dan kualitas produk terhadap keputusan pembelian produk *skincare* di Shopee. Penelitian yang telah digunakan di dalam penelitian ini yaitu kuantitatif. Penelitian ini menggunakan metode *non probability sampling* dan penentuan sampel menggunakan *purposive sampling*. Sampel yang digunakan adalah mahasiswa STIESIA program studi S1 Dan D3 angkatan 2020 yang memiliki aplikasi Shopee dan pernah melakukan pembelian *skincare* di Shopee sebanyak 86 responden. Data yang digunakan yaitu data primer dan data sekunder dan proses penyebaran kuesioner menggunakan bantuan *google form*. Analisis yang digunakan didalam penelitian ini adalah teknik analisis regresi linear berganda, dengan menggunakan alat bantu *SPSS (Statistical Product and Service Solution)* versi 26.0. Berdasarkan hasil analisis regresi linear berganda diketahui bahwa *live streaming* berpengaruh positif dan signifikan terhadap keputusan pembelian dikarenakan pemberian diskon dan *voucher* pada *live streaming* memberikan harga lebih murah. *Online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian karena semakin banyak penilaian positif tentang produk yang ingin dibeli mempengaruhi keinginan dan kepercayaan pelanggan untuk melakukan pembelian. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian karena semakin tinggi tingkatan kualitas produk dapat meningkatkan keputusan pembelian.

Kata Kunci : *live streaming*, *online customer review*, kualitas produk, keputusan pembelian.

ABSTRACT

This research aimed to find out and analyze the effect of live streaming, online customer reviews, and product quality on the purchasing decisions of Skincare products in Shopee. Moreover, the research was quantitative. The data collection technique used non-probability sampling. The population was students of the S1 and D3 study programs of 2020 in STIESIA Surabaya. Furthermore, the sampling technique used purposive sampling, with customers who used the Shopee application and had purchased Skincare products as the sample's criteria. There were 86 respondents as the sample. Additionally, the data were both primary and secondary. The instrument in the data collection technique was a questionnaire through Google Forms. In addition, the data analysis technique used multiple linear regression with the SPSS 26. The result showed that live streaming had a positive and significant effect on purchasing decisions. It happened since there was a discount and voucher given to have the products at a cheaper price. Likewise, online customer reviews had a significantly positive effect on purchasing decisions. The more positive reviews about the products, the higher the purchasing decisions would be. It was due to its effect to influence customers' wants and trust. Similarly, product quality had a positive and significant effect on purchasing decisions; since higher product quality raised customers' purchasing decisions.

Keywords: *Live Streaming, Online Customer Review, Product Quality, Purchasing Decisions*

