

# Analisis pengaruh live-streamers interaction, professionalism, price discount dan E-WOM terhadap purchase intention dengan peran mediasi consumer trust pada live streaming shopping dalam social commerce platform = Analysis the effect of live-streamers interaction, professionalism, price discount and E-WOM on purchase intention with the mediation role of consumer trust in live streaming shopping in social commerce platforms

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Live-streamers Interaction, Professionalism, Price discount dan E-WOM terhadap Purchase intention dengan Peran Mediasi Consumer Trust Pada Live streaming shopping dalam Social Commerce Platform. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan Partial Least Square (PLS) dengan menggunakan aplikasi SMART PLS3. Penelitian ini menguji 192 data yang diperoleh dari penonton live streaming shopping di aplikasi social commerce. Pengolahan data penelitian ini menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian ini menunjukkan bahwa adanya hubungan positif antara Professionalism, Price discount dan E-WOM terhadap Purchase intention. Penelitian ini juga menunjukkan bahwa terdapat hubungan positif antara Price discount, E-WOM, dan trust terhadap Purchase intention. Namun, tidak adanya pengaruh yang signifikan pada Live-streamers Interaction dan Professionalism terhadap purchase intention. Terdapat pula pengaruh tidak signifikan antara Live-streamers Interaction terhadap trust.

.....This study aims to determine the effect of Live-streamers Interaction, Professionalism, Price discount and E-WOM on Purchase intention with the Mediation Role of Consumer Trust in Live streaming shopping in the Social Commerce Platform. This research is a quantitative study using Partial Least Square (PLS) using the SMART PLS3 application. This study examines 192 data obtained from live streaming shopping viewers in social commerce applications. The data processing of this research used the Structural Equation Modeling (SEM) method. The results of this study indicate that there is a positive relationship between Professionalism, Price discount and E-WOM on Purchase intention. This study also shows that there is a positive relationship between Price discount, E-WOM, and trust on Purchase intention. However, there is no significant effect on Live-streamers Interaction and Professionalism on purchase intention. There is also no significant effect between Live-streamers Interaction on trust.