

ABSTRAK

Sevi Monica, Pengaruh *Live Streaming E-Commerce* Shopee, *Online Customer Review*, dan *Free Gift* terhadap Keputusan Pembelian (Studi Kasus pada Pelanggan MS Glow by Mirza). Dibawah bimbingan Miftahul Jannah SE., M.Sc. Program Studi S1 Manajemen, Universitas Trunojoyo Madura.

Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming e-commerce* shopee, *online customer review*, dan *free gift* terhadap keputusan pembelian MS Glow by Mirza. Metode penelitian menggunakan metode kuantitatif. Data yang digunakan adalah data primer dan sekunder. Data diperoleh dengan menyebarkan kuesioner dengan sampel 100 responden. Penelitian ini menggunakan metode *purposive sampling* dan alat analisis yang digunakan adalah regresi linear berganda dengan bantuan program SPSS 29.

Hasil uji parsial menunjukkan bahwa *live streaming* berpengaruh signifikan terhadap keputusan pembelian, *online customer review* tidak berpengaruh signifikan terhadap keputusan pembelian, dan *free gift* tidak berpengaruh signifikan terhadap keputusan pembelian. Untuk uji simultan, menunjukkan bahwa *live streaming*, *online customer review*, dan *free gift* berpengaruh signifikan terhadap keputusan pembelian. Nilai koefisien determinasi sebesar 0,665 artinya bahwa model regresi yang diperoleh mampu menjelaskan bahwa variabel *live streaming*, *online customer review*, dan *free gift* dapat mempengaruhi keputusan pembelian pada produk MS Glow by Mirza sebesar 66,5%. Sedangkan sisanya sebesar 33,5% dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: *Live Streaming, Online Customer Review, Free Gift, Keputusan Pembelian.*

ABSTRACT

Sevi Monica, The Influence of Shopee E-Commerce Live Streaming, Online Customer Reviews, and Free Gifts on Purchasing Decisions (Case Study on MS Glow by Mirza Customers). Under the guidance of Miftahul Jannah SE., M.Sc. Bachelor of Management Study Program, Trunojoyo University, Madura.

This research aims to determine the influence of Shopee e-commerce live streaming, online customer reviews, and free gifts on purchasing decisions for MS Glow by Mirza. The research method uses quantitative methods. The data used are primary and secondary data. Data was obtained by distributing questionnaires to a sample of 100 respondents. This research uses a purposive sampling method and the analytical tool used is multiple linear regression with the help of the SPSS 29 program.

Partial test results show that live streaming has a significant influence on purchasing decisions, online customer reviews have no significant influence on purchasing decisions, and free gifts have no significant influence on purchasing decisions. For simultaneous tests, it shows that live streaming, online customer reviews, and free gifts have a significant influence on purchasing decisions. The coefficient of determination value is 0.665, meaning that the regression model obtained is able to explain that the variables live streaming, online customer reviews, and free gifts can influence purchasing decisions for MS Glow by Mirza products by 66.5%. Meanwhile, the remaining 33.5% is influenced by other variables not explained in this research.

Keywords: *Live Streaming, Online Customer Review, Free Gift, Purchase Decision.*