

ABSTRACT

The rapid development of technology around the world has led to many changes in the way brands market their products. One of the most popular marketing phenomena in recent years is live streaming shopping, with Erigo, a well-known Indonesian brand, being one of the most active users of Shopee Live. The purpose of this study is to examine the influence of live streaming and electronic word of mouth (EWOM) on purchase decisions with trust as an intervening variable among university students in Bandung.

The methods used in this study are quantitative methods and descriptive analysis. The sample was obtained using Cochran's formula, with 201 respondents using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) analysis techniques using SmartPLS 3 software.

The results of the study found that 201 respondents met the sample criteria. The results showed that live streaming and EWOM had a significant positive effect on purchase decisions through trust among university students in Bandung who are Erigo consumers who use Shopee Live. Suggestions for Erigo to improve the shortcomings found in the study's consumers.

Keywords: *Marketing, live streaming, eWOM, trust, purchase intention*