

## **ABSTRACT**

*Live Shopping is a concept that combines live streaming features with real-time purchase transactions. live shopping is more interactive because businesspeople can provide detailed information about a product. This research aims to find out what factors influence Generation Z's intention and behavior in shopping through live shopping. This research was conducted using the Structural Equation Modelling (SEM) method to test the correlation between variables. The sampling technique used was purposive side with a sample size of 200 respondents. The data collection technique was carried out by distributing questionnaires online to live shopping users. This study uses variables of trust, online live shopping experience, attitude, subjective norm, perceived behavior control, intention to live shopping, and online live shopping behavior. The results of this study indicate that trust has an influence on attitude, attitude and subjective norm have an influence on intention to live shopping, intention to live shopping has an influence on online live shopping behavior. However, online live shopping experience has no influence on attitude, and perceived behavior control also has no influence on intention to live shopping.*

**Keywords:** *Live shopping, intention to live shopping, theory of planned behavior*