

ABSTRACT

Consumer trust is a crucial factor in the formation of purchase intention, but not many studies have examined the influence of interaction and price discounts on thrift product trust and consumer purchase intention on the Instagram live streaming platform. This study aims to investigate the influence of interaction and price discounts on thrift product trust and consumer purchase intention in Instagram live streaming. In the context of online shopping, consumer trust plays an important role in shaping purchase intentions.

The research method used is quantitative with non probability sampling data collection techniques with 193 respondents. The data analysis technique uses Microsoft Excel and SmartPLS software. The results of this study will be explained through descriptive analysis and Partial Least Square (PLS) with SmartPLS 3 & 4 software.

The conclusion that can be drawn from the research results is that each interaction and price discount has a direct influence on trust and purchase intention of thrift products via Instagram live streaming. Apart from that, trust can also mediate well the respective effects of interaction and price discount on purchase intention. Thus, marketing strategies that focus on good interaction and providing price discounts can increase consumer confidence and encourage purchasing interest in purchasing thrift products online via Instagram live streaming shopping.

Keywords : *Interaction, Price Discounts, Purchase Intention, Trust*