

## ABSTRACT

*As technology advances rapidly around the world, including in Indonesia, this progress impacts the marketing sector, prompting individuals and groups to shift their marketing methods to online platforms through e-commerce. Shopee has become one of the preferred e-commerce platforms for the Indonesian public. In facing the digital era, Shopee adopts various innovative marketing strategies, including the utilization of live streaming features. Live streaming is often used on e-commerce platforms and social media to increase consumer engagement and facilitate online transactions, allowing consumers to interact directly with sellers.*

*This study aims to investigate the impact of live streaming commerce on purchase intention for beauty products on Shopee, utilizing mediating variables such as trust, product fit uncertainty, and product quality uncertainty. It focuses on two signals delivered by live streaming broadcasters to consumers: physical characteristics through vicarious product trials and value similarity through instant interaction, which can reduce product uncertainty and enhance consumer trust.*

*This research is descriptive (causal) with a quantitative research method approach. The population in this study consists of Shopee platform users in Indonesia who have engaged in live commerce activities and watched live streaming of beauty products in the past six months. Data collection was conducted by distributing an online questionnaire with 17 items via Google Forms using a Likert scale. The model used is Structural Equation Modeling (SEM), and a total of 400 respondents were collected, with the data processed using Smart PLS software.*

*The results indicate that Physical Characteristic Similarity and Value Similarity between consumers and broadcasters significantly affect Product Quality Uncertainty and Trust. High trust in broadcasters can reduce product quality uncertainty and increase consumers' purchase intention. Additionally, Product Fit Uncertainty was found to have a negative impact on Purchase Intention. These findings suggest that the lower the consumers' uncertainty about product fit and quality, the higher their intention to purchase the product. This study provides practical contributions for companies to understand the factors influencing consumer purchase intentions on live streaming e-commerce and assists sellers in formulating effective marketing strategies to boost sales through live streaming platforms.*

*Keywords: live streaming, e-commerce, purchase intention, trust, and product quality uncertainty*