

ABSTRACT

In the growing world of e-commerce, product promotion and marketing via digital platforms is becoming increasingly important. One strategy that has become a trend in an effort to increase product sales is promotion by influencers in live sessions on platforms such as Shopee. During live sessions, influencers interact directly with the audience, introducing products, providing reviews, and providing opportunities for live questions and answers, creating a more interactive and personalized shopping experience.

This research focuses on the influence of celebrity effect, perceived usefulness, trust on the attitude toward influencers ads and their implications for impulsive purchasing decisions on Shopee Live. The Structural Equation Modeling Partial Least Squares (SEM-PLS) method is used to identify and understand the factors that influence consumers' impulse purchasing decisions for products promoted by influencers.

By collecting data through questionnaires from 100 active respondents on the Shopee Live platform, this research aims to provide in-depth insight into how influencers influence impulse buying decisions and how celebrity effect, perceived usefulness and trust in influencers during live streaming can influence consumer behavior. The findings from this research are expected to provide guidance for e-commerce and marketing industry players to improve promotional strategies and maximize sales potential through live-streaming platforms.

Keywords: *e-commerce, live-streaming, influencers*