

ABSTRACT

In recent years, shopping via live streaming has become an increasingly popular phenomenon in Indonesia. Shopee is currently the platform with the most live streaming users. The biggest challenge in online shopping is building trust, which is the main key to influencing consumer buying interest. This study aims to determine the effect of interaction and price discounts on buying interest in Shopee Live through trust. This research is a quantitative study by distributing questionnaires to 171 Shopee Live user respondents from Millennials and Generation Z in Bandung City. Then, the results of the questionnaire answers will be analyzed using the PLS-SEM method, then the data is processed using Smart PLS 4 software. The data analysis techniques used in this study are descriptive analysis, outer model analysis, inner model analysis, and hypothesis testing.

The results showed that interaction and price discounts have a significant influence on consumer buying interest, both directly and through trust. Real-time interaction in live streaming and attractive discount offers increase consumer confidence and interest in shopping. These findings reinforce the importance of marketing strategies that integrate live interaction and discount offers in increasing consumer trust and purchase intention.

Keywords: *interaction; price discount; trust; purchase intention*