

ABSTRACT

This research aims to analyze the factors that influence purchase intention for LAF Project fashion products by utilizing the Shopee live streaming feature. In the increasingly developing digital era, live streaming has become an effective marketing strategy to increase consumer interaction and trust. This study examines how factors such as product quality, direct interaction with the host, consumer reviews, and trust in the Shopee platform influence consumer purchasing intentions. Data was collected through a questionnaire distributed to consumers who had watched the Shopee live streaming of the LAF Project. Data analysis was carried out using the multiple linear regression method to identify the factors that most significantly influence purchase intentions. The research results show that trust in the Shopee platform and the quality of direct interaction with the host are the dominant factors that influence consumers' purchasing intentions for LAF Project fashion products. These findings provide insight for marketers and companies in optimizing the use of live streaming features to increase product sales.

Keyword: LAF Project, live streaming shopping, purchase intention