

ABSTRACT

ANALYSIS OF THE INFLUENCE OF SHOPPING LIVE STREAMING WITH ATTENTION, INTEREST, SEARCH, ACTION, SHARE (AISAS) MODEL ON CUSTOMER PURCHASING DECISIONS

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The advancement of technology and social media has transformed digital marketing strategies, one of which is through live streaming, enabling direct interaction between sellers and customers. This feature provides a more authentic shopping experience, similar to in-store transactions, and has great potential in influencing purchasing decisions. Instagram offers a live streaming feature that businesses can utilize as a marketing strategy. However, not all businesses have successfully increased sales through this method, including Toko Thrift Bungkusay in Purwokerto. This study aims to analyze the influence of live streaming on customer purchasing decisions using the AISAS model (Attention, Interest, Search, Action, Share). Data was collected through a survey by distributing questionnaires to customers who had previously made purchases via live streaming at the store. A purposive sampling technique was used to select 100 respondents who met the research criteria. The data was analyzed using multiple linear regression to determine the influence of each variable on purchasing decisions. The results indicate that the Attention variable significantly influences purchasing decisions by 44.3%, while the Action variable has a significant influence of 18.1%. Meanwhile, the Interest (48%), Search (51.3%), and Share (16.4%) variables do not have a significant impact on purchasing decisions. These findings suggest that in digital marketing through live streaming, stores should focus more on strategies that enhance customer attention to products and encourage purchasing actions.

Keywords: AISAS model, Instagram, Live Streaming, Purchase Decision.