

ABSTRACT

This study examines the mediating role of e-Customer trust in increasing online impulsive buying behavior on the Shopee Live feature. The main focus of the research is to examine the relationship between live streaming and fear of missing out (FOMO) on online impulsive shopping behavior, with e-Customer trust as a mediating variable. The research method uses a quantitative approach with data collection through questionnaires distributed to Shopee Live users, especially students as the main respondents. Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the validity, reliability, and relationship between variables.

The results showed that live streaming significantly influenced e-Customer trust and e-Fomo, which in turn contributed to an increase in online impulsive buying. e-Customer trust proved to be a mediator that strengthens the influence of live streaming and e-Fomo on impulsive shopping behavior. This finding confirms that customer trust in the e-commerce ecosystem is essential to drive spontaneous purchase decisions. In addition, e-Fomo also acts as a psychological factor that increases purchase urgency during live streaming.

This research makes a practical contribution to e-commerce businesses by suggesting marketing strategies that utilize live streaming features to build customer trust and trigger impulsive buying. Academically, this research enriches the literature on digital consumer behavior and live streaming dynamics in the context of e-commerce. The implications of the results of this study can be used to improve a more interactive and effective online shopping experience through the Shopee Live platform.

Keywords: *online impulsive buying, Shopee Live, live streaming, e-Fomo, e-Customer trust, e-commerce, digital marketing.*