

ABSTRACT

The development of digital technology accelerates the growth of e-commerce in Indonesia, Shopee presents interactive features such as live streaming and product reviews to enrich the shopping experience of its users. The purpose of this study is to analyze how far real-time interaction through live streaming and product reviews can influence consumer decisions in purchasing fashion products on the Shopee platform. This study collected data through a survey with questionnaires distributed to Shopee users who had to watch live streaming and read reviews about products before making a purchase. The purposive sampling method was used to select 120 respondents. To see how the independent and dependent variables affect each other, multiple linear regression analysis was used. Results found a significant positive relationship between live streaming and product reviews on consumer purchasing decisions. This is especially true for fashion products that rely heavily on visuals and customer feedback.

Keywords: real-time interaction, live streaming, product reviews, purchase decision, Shopee