

ABSTRACT

The evolution of digital technology has profoundly reshaped consumer behavior, particularly within the e-commerce sector. Shopee, a leading e-commerce platform in Indonesia, utilizes features like Live Streaming and Flash Sales to influence consumer purchase decisions. This study aims to analyze the impact of these features on purchasing decisions, examining the mediating role of consumer trust. Employing a quantitative, explanatory research design, this study collected primary data through questionnaires from 250 Shopee users who had made purchases via its Live Streaming and Flash Sale features. The data were subsequently analyzed using path analysis in SPSS. The findings reveal that both Live Streaming and Flash Sales have a positive and significant effect on consumer trust. Furthermore, consumer trust significantly influences purchasing decisions. The study also confirms that consumer trust acts as a significant mediator in the relationship between both interactive features and the final purchasing decision. These findings offer crucial implications for e-commerce businesses, highlighting the importance of leveraging interactive features to build consumer trust, which in turn drives purchasing decisions.

Keywords: Live Streaming, Flash Sale, Consumer Trust, Purchasing Decisions.