

ABSTRAK

Silvi Nur Khabibah. NIM 2203102085. Pengaruh Interaksi *Live Streaming*, Daya Tarik Konten, Kepercayaan Konsumen, dan Promosi Terhadap Keputusan Pembelian Tas Anyaman Pada Platform *E- Commerce* Pada *Brand Fauna Tas* (Studi Kasus Pada Masyarakat Kota Madiun Pengguna *Marketplace Shopee*). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun, 2026.

Keputusan pembelian konsumen dalam *Live Streaming e-commerce* dipengaruhi oleh berbagai faktor yang saling berkaitan, namun penelitian mengenai produk kerajinan tangan lokal masih terbatas. Penelitian ini bertujuan untuk menganalisis pengaruh interaksi *Live Streaming*, daya tarik konten, kepercayaan konsumen, dan promosi terhadap keputusan pembelian tas anyaman *Brand Fauna Tas* pada platform *e-commerce Shopee* serta mengkaji kontribusi simultan keempat variabel tersebut. Penelitian menggunakan pendekatan kuantitatif dengan desain kausalitas dan sampel sebanyak 385 responden masyarakat Kota Madiun yang dipilih melalui teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner daring berbasis Google Form dengan skala Likert 5 poin, sedangkan analisis data menggunakan regresi linear berganda dengan bantuan SPSS versi 25.0. Parameter yang diuji meliputi pengaruh parsial dan simultan keempat variabel independen terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa interaksi *Live Streaming* berpengaruh positif dan signifikan dengan koefisien regresi 0,292 ($t=10,814$; $p=0,000$), daya tarik konten dengan koefisien 0,254 ($t=9,438$; $p=0,000$), kepercayaan konsumen dengan koefisien 0,224 ($t=8,630$; $p=0,000$), dan promosi dengan koefisien 0,230 ($t=8,609$; $p=0,000$). Secara simultan, keempat variabel memberikan pengaruh signifikan dengan nilai *Adjusted R²* sebesar 0,458, yang berarti 45,8% variasi keputusan pembelian dapat dijelaskan oleh keempat variabel tersebut, sedangkan sisanya dipengaruhi oleh faktor lain di luar model. Kesimpulannya, interaksi *Live Streaming* memiliki pengaruh paling dominan terhadap keputusan pembelian, dan secara simultan keempat variabel terbukti mampu mendorong keputusan pembelian tas anyaman *Brand Fauna Tas*, sehingga strategi pemasaran digital yang terintegrasi sangat direkomendasikan untuk meningkatkan penjualan dan menstabilkan fluktuasi yang terjadi.

Kata kunci: daya tarik konten, interaksi *Live Streaming*, keputusan pembelian, kepercayaan konsumen, promosi, tas anyaman

ABSTRACT

Silvi Nur Khabibah. 2203102085. *The Influence of Live Streaming Interaction, Content Appeal, Consumer Trust, and Promotion on Purchasing Decisions for Woven Bags on E-Commerce Platforms: A Case Study of the Brand "Fauna Tas" (Focusing on Shopee Marketplace Users in Madiun City). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun, 2026.*

Consumer purchasing decisions in live streaming commerce are influenced by various interrelated factors; however, research focusing on local handicraft products remains limited. This study aims to analyze the effects of live streaming interaction, content attractiveness, consumer trust, and promotion on the purchasing decisions of **Fauna Tas** woven bags on the Shopee e-commerce platform, as well as to examine the simultaneous contribution of these four variables. This research employed a quantitative approach with a causal research design and involved 385 respondents from Madiun City selected through purposive sampling. Data were collected using an online questionnaire distributed via Google Forms with a five-point Likert scale, while data analysis was conducted using multiple linear regression with SPSS version 25.0. The analysis examined both the partial and simultaneous effects of the four independent variables on purchasing decisions. The results indicate that live streaming interaction has a positive and significant effect on purchasing decisions, with a regression coefficient of 0.292 ($t = 10.814$; $p = 0.000$), followed by content attractiveness with a coefficient of 0.254 ($t = 9.438$; $p = 0.000$), consumer trust with a coefficient of 0.224 ($t = 8.630$; $p = 0.000$), and promotion with a coefficient of 0.230 ($t = 8.609$; $p = 0.000$). Simultaneously, the four variables have a significant effect, with an Adjusted R^2 value of 0.458, indicating that 45.8% of the variance in purchasing decisions can be explained by these variables, while the remaining 54.2% is influenced by other factors outside the research model. In conclusion, live streaming interaction is the most dominant factor affecting purchasing decisions, and collectively, the four variables significantly encourage consumers to purchase **Fauna Tas** woven bags. Therefore, an integrated digital marketing strategy is strongly recommended to increase sales and stabilize sales fluctuations.

Keywords: content attractiveness, consumer trust, live streaming interaction, promotion, purchasing decision, woven bags.