ABSTRAK

Yuliasih. 2026. Pengaruh Promosi Live Streaming Shopee dan Interaksi Penjual terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Mediasi (Studi Kasus pada Produk Skintific di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S. E., M. M. Pembimbing (II) Hendra Setiawan, S. E., M. M.

Penelitian ini bertujuan untuk menganalisis pengaruh Promosi Live Streaming Shopee dan Interaksi Penjual terhadap Keputusan Pembelian melalui Minat Beli sebagai variabel mediasi pada produk Skintific di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 385 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert, kemudian data dianalisis menggunakan bantuan aplikasi IBM SPSS 26.

Hasil penelitian menunjukkan bahwa Promosi Live Streaming Shopee berpengaruh positif dan signifikan terhadap Minat Beli, Interaksi Penjual berpengaruh positif dan signifikan terhadap Minat Beli, Promosi Live Streaming Shopee berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Interaksi Penjual berpengaruh positif dan signifikan terhadap Keputusan Pembelian, serta Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian produk Skintific di Kota Madiun. Selain itu, Minat Beli mampu memediasi pengaruh Promosi Live Streaming Shopee dan Interaksi Penjual terhadap Keputusan Pembelian.

Kata Kunci: Promosi Live Streaming Shopee, Interaksi Penjual, Minat Beli, Keputusan Pembelian, Skintific

ABSTRACT

Yuliasih. 2026. The Influence of Shopee Live Streaming Promotion and Seller Interaction on Purchase Decisions through Purchase Intention as a Mediating Variable (A Study on Skintific Products in Madiun City). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Hari Purwanto, S.E., M.M. Advisor (II) Hendra Setiawan, S.E., M.M.

This study aims to analyze the influence of Shopee live streaming promotion and seller interaction on purchase decisions through purchase intention as a mediating variable on Skintific products in Madiun City. This research uses a quantitative approach with a total sample of 385 respondents selected using purposive sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using IBM SPSS Statistics 26.

The results of the study indicate that Shopee live streaming promotion has a positive and significant effect on purchase intention, seller interaction has a positive and significant effect on purchase intention, Shopee live streaming promotion has a positive and significant effect on purchase decisions, seller interaction has a positive and significant effect on purchase decisions, and purchase intention has a positive and significant effect on purchase decisions of Skintific products in Madiun City. In addition, purchase intention is able to mediate the effect of Shopee live streaming promotion and seller interaction on purchase decisions.

Keywords: Shopee Live Streaming Promotion, Seller Interaction, Purchase Intention, Purchase Decision, Skintific