ABSTRAK

Skripsi dengan judul "Pengaruh *Live Streaming Selling, Discount*, dan *Online Customer Review* Terhadap Keputusan Pembelian Melalui *Marketplace* Shopee Pada Generasi Z di Kecamatan Pule" ini ditulis oleh Rahmawati Agustin, NIM. 126405212142, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan dosen pembimbing Ibu Citra Mulya Sari, S.E.Sy.,M.E.

Kata Kunci : *Live Streaming Selling, Discount, Online Customer Review,* Keputusan Pembelian, Shopee, Generasi Z.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital yang telah mengubah cara masyarakat dalam melakukan transaksi termasuk dalam aktivitas belanja. Salah satu platform yang terpopuler adalah Shopee, khususnya dikalangan Gen Z. Namun, tidak semua strategi pemasaran digital mampu mempengaruhi keputusan pembelian. Oleh karena itu, diperlukan strategi yang tepat untuk menarik perhatian dan membentuk keputusan pembelian, antara lain dengan mengoptimalkan *live streaming selling* interaktif, *discount* sebagai daya tarik, dan *online customer review* sebagai pengaruh dan tambahan informasi bagi calon pembeli.

Tujuan dari penelitian ini adalah untuk (1) menguji pengaruh *live streaming selling, discount*, dan *online customer review* terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di kecamatan Pule, (2) menguji pengaruh *live streaming selling* terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di kecamatan Pule, (3) menguji pengaruh *discount* terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di kecamatan Pule, (4) menguji pengaruh *online customer review* terhadap keputusan pembelian melalui *marketplace* Shopee pada generasi Z di kecamatan Pule.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Sampel dalam penelitian berjumlah 100 responden yang merupakan Generasi Z di Kecamatan Pule. Teknik pengambilan sampel menggunakan *non probability sampling* kemudian dipilih metode *purposive sampling* sesuai kriteria yang telah ditetapkan. Data di analisis menggunakan metode regresi linier berganda.

Hasil penelitian menunjukkan bahwa (1) secara simultan variabel *live streaming selling, discount*, dan *online customer review* berpengaruh positif signifikan terhadap keputusan pembelian melalui *marketplace* Shopee pada Generasi Z di kecamatan Pule, (2) *live streaming selling* berpengaruh secara positif dan signifikan terhadap keputusan pembelian melalui *marketplace* Shopee pada Generasi Z di kecamatan Pule, (3) *discount* berpengaruh secara positif dan signifikan terhadap keputusan pembelian melalui *marketplace* Shopee pada Generasi Z di kecamatan Pule, (4) *online customer review* berpengaruh secara positif dan signifikan terhadap keputusan pembelian melalui *marketplace* Shopee pada Generasi Z di kecamatan Pule.

ABSTRACT

This thesis, entitled "The Influence of Live Streaming Selling, Discounts, and Online Customer Reviews on Purchase Decisions through the Shopee Marketplace among Generation Z in Pule District," was written by Rahmawati Agustin, Student ID 126405212142, from the Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Mrs. Citra Mulya Sari, S.E.Sy.,M.E.

Keywords: Live Streaming Selling, Discount, Online Customer Review, Purchase Decision, Shopee, Generation Z.

This study is motivated by the rapid development of digital technology, which has transformed how people conduct transactions, including shopping activities. Shopee has emerged as one of the most popular platforms, particularly among Generation Z. However, not all digital marketing strategies are effective in influencing purchase decisions. Therefore, it is necessary to implement appropriate strategies to capture attention and shape consumer decisions, such as optimizing interactive live streaming selling, offering discounts as an attractive price incentive, and utilizing online customer reviews as sources of influence and additional information for potential buyers.

The objectives of this study are to: (1) examine the effect of live streaming selling, discounts, and online customer reviews on purchase decisions through the Shopee marketplace among Generation Z in Pule District; (2) examine the effect of live streaming selling on purchase decisions; (3) examine the effect of discounts on purchase decisions; and (4) examine the effect of online customer reviews on purchase decisions.

This research adopts a quantitative approach with an associative type. The sample consists of 100 respondents from Generation Z n the Pule District. The sampling technique used is non probability sampling, with purposive sampling applied based on predeterminde criteria. The data were analyzed using multiple linier regression analysis.

The results show that: (1) simultaneously, the variables of live streaming selling, discounts, and online customer reviews have a significant positive effect on purchase decisions through the Shopee marketplace among Generation Z in Pule District; (2) live streaming selling has a significant positive effect on purchase decisions; (3) discounts have a significant positive effect on purchase decisions; and (4) online customer reviews also have a significant positive effect on purchase decisions through the Shopee marketplace among Generation Z in Pule District.