

**PENGARUH *PRICE DISCOUNT*, *LIVE STREAMING*, DAN *CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN *ONLINE SHOP SHOPEE* DI DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *price discount*, *live streaming*, dan *customer review* terhadap keputusan pembelian pelanggan online shop shopee di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan Teknik *purposive sampling*, dengan jumlah responden sebanyak 123 orang. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskripsi, uji instrument yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, heteoskedastisitas dan multikolinearitas. Pengujian hipotesis dalam penelitian ini adalah uji t, uji F. Koefisien determinasi digunakan untuk mengukur seberapa besar variabel independent mempengaruhi variabel dependen. Teknik analisis data menggunakan regresi linear berganda dengan bantuan program IBM SPSS *Statistic* versi 25. Hasil penelitian menunjukkan bahwa *price discount*, *live streaming*, dan *customer review* berpengaruh positif terhadap keputusan pembelian. *Price discount*, *live streaming*, dan *customer review* secara bersama-sama berpengaruh positif terhadap keputusan pembelian. Dan tidak terdapat perbedaan keputusan pembelian antara laki-laki dan Perempuan.

**Kata Kunci:** *Price Discount*, *Live Streaming*, *Customer Review*, *Keputusan Pembelian*.



***THE INFLUENCE OF PRICE DISCOUNTS, LIVE STREAMING, AND CUSTOMER REVIEWS ON PURCHASING DECISIONS FOR ONLINE SHOPEE CUSTOMERS IN THE SPECIAL REGION OF YOGYAKARTA***

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***Abstract***

*This study aimed to analyze the effects of price discounts, live streaming, and customer reviews on purchasing decisions among Shopee online shop customers in Daerah Istimewa Yogyakarta. The sampling technique used in this study was purposive, involving 123 respondents. Primary data in this study were collected using a questionnaire method via Google Forms, which has been tested for validity and reliability. Data analysis in this study employs a descriptive analysis test, as well as instrument tests that include validity and reliability assessments. Additionally, classical assumption tests are conducted, which include normality tests, heteroskedasticity tests, and multicollinearity tests. Hypothesis testing in this study involves the t-test and F-test. The coefficient of determination is used to measure the extent to which the independent variable influences the dependent variable. The data analysis technique employs multiple linear regression, utilizing the IBM SPSS Statistics version 25 program. The results indicated that discounts, live streaming, and customer reviews have a positive effect on purchasing decisions. Discounts, live streaming, and customer reviews together have a positive effect on purchasing decisions. Moreover, there are no differences in purchasing decisions between men and women.*

***Keywords:*** *Price Discount, Live Streaming, Customer Review, Purchase Decision.*