

ABSTRACT

The increase in online transactions is getting higher through e-commerce, e-commerce platforms have a new way of online shopping, namely the emergence of a trend phenomenon called live shopping online shopping promotional media tools, presenting products and establishing social interactions. Transactions on e-commerce platforms are increasing as consumers switch online shopping methods due to the Covid-19 pandemic. The purpose of the study was to determine the influence of trust, consumer engagement, product quality on purchasing decisions through Shopee live.

The sampling method used in this study is nonprobability sampling with purpose sampling technique. The sample was collected by 100 respondents who had made a purchase through Shopee live. Data obtained from questionnaires is then processed and analyzed using IBM SPSS software applications with multiple analyses that include validity tests, reliability tests, classical assumption tests, multiple linear regression tests.

The results showed that trust had a negative and insignificant effect on purchasing decisions, consumer engagement had a positive and significant effect on purchasing decisions, product quality had a positive and significant effect on purchasing decisions, and purchasing decisions mediated the influence of consumer engagement and product quality on purchasing decisions.

Keywords : *Trust, Consumer Engagement, Product Quality, and Purchasing Decisions.*

