

ABSTRACT

The Covid-19 pandemic has a significant impact on various aspects of life changes to digital, one of which is the changes in consumer behavior from conventional to completely online in making purchases. The trend of online shopping using e-commerce is easier, more practical and profitable for consumers. This condition creates opportunities and challenges for businessman in marketing and selling their products. Businessman design strategies to stimulate consumers to make purchases at online stores through several approaches, such as maximizing the live streaming shopping feature, implementing price discount promotion strategy with various vouchers, utilizing celebrity credibility, and creating attractive advertisements. The purpose of this research is to examine the effect of live streaming shopping, celebrity endorsers, promotion, online customer reviews, and advertising attractiveness on purchasing decisions among Lazada users in Semarang City.

This research was conducted using a quantitative approach. Data collection was carried out by distributing questionnaires. A total of 149 respondents who met the criteria were involved in this research, namely Lazada users in Semarang City using non-probability sampling techniques. The data that has been collected was analyzed by several tests, namely validity test, reliability test, classical assumption test, and hypothesis test using IBM SPSS Version 26 software.

The research results show that partially live streaming shopping, promotion, online customer reviews, and advertising attractiveness have a positive and significant effect on purchasing decisions. Meanwhile, celebrity endorsers does not have significant effect on purchasing decisions. Simultaneously, live streaming shopping, celebrity endorsers, promotions, online customer reviews, and advertising attractiveness jointly affect purchasing decisions through the Lazada application in Semarang City.

Keywords: Live Streaming Shopping, Celebrity Endorser, Promotion, Online Customer Reviews, Advertising Attractiveness, Purchasing Decisions