

PENGARUH *LIVE STREAMING SHOPPING*, *ONLINE CUSTOMER REVIEW*, DAN *BRAND IMAGE* TERHADAP *ONLINE PURCHASE INTENTION* KONSUMEN *SKINCARE KAHF* PADA *MARKETPLACE SHOPEE* DI DAERAH ISTIMEWA YOGYAKARTA

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ABSTRAK

Penelitian ini menguji pengaruh *live streaming shopping*, *online customer review*, dan *brand image* terhadap *online purchase intention* konsumen *skincare Kahf* pada *marketplace* Shopee di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling*. Data dikumpulkan melalui survei terhadap 110 konsumen *skincare Kahf* pada *marketplace* Shopee di Daerah Istimewa Yogyakarta. Analisis data dilakukan dengan menggunakan software SPSS. Hasil penelitian menunjukkan bahwa *live streaming shopping*, *online customer review*, dan *brand image* secara bersama-sama berpengaruh signifikan terhadap *online purchase intention* konsumen *skincare Kahf* pada *marketplace* Shopee di Daerah Istimewa Yogyakarta.

Kata Kunci: *Live streaming shopping*, *Online customer review*, *Brand image*, *Online purchase intention*

***THE INFLUENCE OF LIVE STREAMING SHOPPING, ONLINE
CUSTOMER REVIEWS, AND BRAND IMAGE ON THE ONLINE
PURCHASE INTENTION OF KAHF SKINCARE CONSUMERS ON THE
SHOPEE MARKETPLACE IN SPECIAL REGION OF YOGYAKARTA***

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ABSTRACT

This study examines the effect of live streaming shopping, online customer reviews, and brand image on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta. This study uses a quantitative method with purposive sampling technique. Data was collected through a survey of 110 Kahf skincare consumers at the Shopee marketplace in the Special Region of Yogyakarta. Data analysis was carried out using SPSS software. The results showed that live streaming shopping, online customer reviews, and brand image together have a significant effect on the online purchase intention of Kahf skincare consumers at the Shopee marketplace in Special Region of Yogyakarta.

Keywords: Live streaming shopping, Online customer review, Brand image, Online purchase intention