

ABSTRACT

The development of e-commerce users in Indonesia is increasingly rapid. With rapid development, online shopping is increasingly widespread for use by the public which makes competition tend to be strong by offering various conveniences and discounts to always attract consumer purchase intention. Based on this, the negative impact felt by the decrease in the number of Shopee visitors in February 2023 by 16% compared to the previous month. This is due to the many buying and selling platforms that compete to provide attractive offers. Therefore, Shopee presents an innovation in the form of Voucher Shopee Live Discount.

This research was conducted with the aim of determining The Influence of Consumer Behavior on Purchase Intention Through Consumer Loyalty Voucher Shopee Live Discount (Study on Shopee Platform Users in Bandung). This research uses descriptive and causality research types with a quantitative approach. The number of respondents in this study was 192 respondents as users of Voucher Shopee Live Discount in Bandung through non-probability sampling techniques of purposive sampling type. The analysis method used is path analysis using SmartPLS software version 3.29.

The research results, consumer behavior had a significant effect on purchase intention through consumer loyalty with t-statistics of 9.127 and p-values of $0 < 0.05$ and path coefficient of 0.493 which means positive values.

Keywords: Consumer Behavior, Purchase Intention, and Consumer Loyalty