

ABSTRACT

Due to the COVID-19 pandemic, Indonesians have become accustomed to working from home. With easing of COVID-19 pandemic in Indonesia has allowed people to do things like economic activities and outdoor activities like normal. Shopee, an e-commerce company started to decline orders in Indonesia and Southeast Asia. Through the Shopee Live feature included in live streaming shopping, Shopee aims to inspire consumers to buy beyond traditional sales methods. Some of the literature dealing with live streaming states that consumers can find perceived value in the form of hedonic, social and utilitarian values in live streaming shopping.

Current research aims to determine the existence of this phenomenon, and how consumers' perceived value, which consists of financial, functional, personal and social value, is measured in Shopee Live with mediating customer engagement. It is intended to determine how it influences purchase intentions for product sold in Shopee Live.

The population consisted of Indonesians with characteristics such as Shopee users, watched live streams on Shopee Live feature, interacted with streamers on Shopee Live feature live streaming, and used services on Shopee Live feature storefront. Using the targeted sampling method and calculation of percentage estimates, the minimum number of respondents for this study was 385. This study uses a quantitative method with SEM-PLS tested by external and internal models and hypothesis testing.

The results of this study show that not all perceived value variables are important for purchase intent. Only economic, functional, and personal value are considered essential to purchase intent. Moreover, the mediating effect of customer engagement investigated in this study mediates only the perceived personal value and perceived social value variables. The authors therefore suggest that stores engaged in live streaming should respect or enhance these values in order to promote the products they offer.

Keywords: *Shopee Live, Customer Engagement, Purchase intention, Perceived value, perceived financial value, Perceived individual value, Perceived functional value, Perceived social value.*