

## ABSTRACT

*The development of technology every year has increased very rapidly, e-commerce creates a phenomenon of changing people's behavior in terms of shopping by creating new innovations in trade, these innovations generate new opportunities in how to sell, send products, and interact with customers. Even though currently Shopee is still a platform that is widely used, there has been a decrease in usage at Shopee, so in this study the issue to be discussed is the Shopee Live Streaming Feature which affects Purchase Intention and Habits mediated by Product Uncertainty.*

*Therefore, the purpose of this study is to analyze the effect of the live streaming feature on the Shopee application on purchase intentions through product uncertainty as a mediator at Shopee in Bandung City.*

*This study uses a quantitative approach with descriptive and causal analysis. The population in this study are Shopee consumers in the city of Bandung. The sampling technique used is nonprobability sampling with a total of 400 respondents. Data collection in this study was carried out by distributing questionnaires online via the Google form using a Likert scale. Data analysis used software Spss and using SmartPLS.*

*The results of this study indicate that Real-time Communication and Perceived Authenticity have a significant negative effect on Product Quality Uncertainty in the purchasing process on Shopee Live Streaming. And Perceived Authenticity has a significant negative effect on Product Fit Uncertainty in the buying process on Shopee Live Streaming. Perceived Enjoyment, and Convenience Of Product Search have a significant positive effect on Habit in the buying process on Shopee Live Streaming. And last, Product Quality Uncertainty and Habit are stated to have a significant effect on Purchase Intention in the buying process on Shopee Live Streaming.*

*From the results of the analysis, habit is the variable that has the most influence on purchase intention when compared to other variables. Therefore, sellers who do live streaming must be able to take advantage of the habits of customers in order to increase sales of the products they market through live streaming on Shopee. In addition, the results also show that habit will increase by providing live streaming that is full of entertainment. This is in accordance with the results of the analysis which shows that perceived enjoyment has a very significant effect on habit. And sellers who do live streaming must make it easy for prospective buyers by utilizing existing features. This is in line with the results of the study which show that convenience of product search has a very significant influence on habit.*

**Keywords: Habit, Live Streaming, Product uncertainty, Purchase Intention**