

ABSTRACT

In the rapidly evolving digital era, the phenomenon of live streaming on e-commerce platforms such as Shopee Live Streaming has become a major focal point in consumer behavior dynamics. This innovation has transformed consumer paradigms in interacting with products and brands online, providing a more personal and efficient shopping experience. With all the conveniences facilitated, it impacts consumer behavior patterns in making purchase decisions without prior planning, which can lead to increased impulsive behavior. Therefore, this study specifically aims to focus on the role of price perception as a potential factor influencing impulse buying decisions, considering the role of perceived risk as a moderator in the context of Shopee Live Streaming users in the West Java region.

This research employs a quantitative method by collecting data through online questionnaires from 100 respondents who are Shopee Live Streaming users in West Java. The collected data are processed using Structural Equation Model (SEM) and SmartPLS version 3.2.9. Data analysis techniques utilized in this study include descriptive analysis, outer model analysis, inner model analysis, and hypothesis testing.

The findings of this study indicate that the price perception variable (X) significantly influences the impulse buying variable (Y), the price perception variable (X) significantly influences the perceived risk variable (Z), the perceived risk variable (Z) significantly influences the impulse buying variable (Y), and there is a significant influence of the perceived risk variable (Z) as a moderator between the relationship of the price perception variable (X) and the impulse buying variable (Y). With this research, it not only provides deeper insights into the relationship between price perception, impulse buying, and perceived risk in the context of live streaming but also offers practical contributions to the e-commerce industry stakeholders.

Keywords: *Price Perception, Impulse Buying, Perceived Risk, Shopee Live Streaming*