

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are currently one of the important pillars in supporting the Indonesian economy. One of the MSME sectors that is developing rapidly and has high economic potential is the food industry. The food industry is one of the industrial sectors that is experiencing significant growth in Indonesia, especially in Bengkulu City, where several MSMEs in the food and beverage sector have succeeded in becoming superior in 2021. Giwigewi, as a recognized MSME brand, achieved the title of superior MSME in the Province Bengkulu. However, from June to December 2023, Giwigewi experienced sales fluctuations. Therefore, an analysis of factors that have the potential to influence these fluctuations is needed, such as live streaming and discounts. This research aims to determine and analyze the influence of live streaming and discounts on purchasing decisions for Giwigewi products on Shopee.

The population used in this research is all consumers who have purchased Giwigewi products via live streaming on Shopee, the exact number of which is not known. Data collection was carried out for approximately two months using non-probability with purposive sampling and collected 100 respondents who participated in filling out the questionnaire.

The results of this research show that there is a positive and significant influence between live streaming on the decision to purchase Giwigewi products with a tcount of 5.022 and there is also a positive and significant influence between discounts on the decision to purchase Giwigewi products with a tcount of 4.496. Then live streaming and discounts simultaneously have a significant effect on purchasing decisions for Giwigewi products with a fcount of 83,998. Furthermore, the contribution of influence from the independent variables live streaming and discounts to the dependent variable of purchasing decisions was 63.4%, while the remaining 36.6% was the contribution of influence from variables not examined in this research.

Keywords: *Live Streaming, Discounts, Purchase Decisions*