

ABSTRACT

Along with the rapid development of digital technology, e-commerce platforms are experiencing significant changes in the way they interact and shop. Shopee Live, as one of Shopee's interactive features, offers a different shopping experience via live streaming. In this context, understanding the factors that influence Perceived Enjoyment becomes important to improve user experience and customer loyalty. This research aims to analyze the influence of the Demand, Convenience, Interactivity and Playfullness variables on Perceived Enjoyment among Shopee Live users. Through a quantitative approach, this research seeks to identify the extent to which each of these factors contributes to the enjoyment felt by users while using the Shopee Live feature. Data was collected through questionnaires filled out by respondents who actively use Shopee Live. Data analysis using multiple linear regression shows that the variable Demand (X1) has a regression coefficient of 0.312, Convenience (X2) of 0.294, Interactivity (X3) of 0.337, and Playfullness (X4) of 0.276. The coefficient of determination (R^2) of 0.573 indicates that 57.3% of the variability in Perceived Enjoyment can be explained by these four variables, while the remaining 42.7% is influenced by other factors outside this research model. The research results also show that all independent variables have a positive and significant effect on Perceived Enjoyment, with Interactivity as the factor that has the greatest influence. Based on the research results, it can be concluded that to increase users' Perceived Enjoyment, Shopee Live needs to pay attention to aspects of interactivity, comfort and entertainment elements offered. Improving the quality of interactions between sellers and buyers, simplifying the shopping process, and presenting interesting and enjoyable content are effective strategies for increasing user satisfaction and loyalty. This research contributes to the digital marketing literature by offering insight into how various elements of a digital experience can influence users' perceptions of enjoyment.

Keywords : *E-commerce, Digital Marketing, Shopee Live*