ABSTRACT

Live streaming is a method used by businesses to interact with buyers and sell their products in real time. However, the closure of TikTok Shop for three months caused a decrease in sales at Vonseey by approximately 67%.

In live streaming, the streamer plays a crucial role in increasing purchase intention. Thus, this research aims to examine the influence of the streamer's professionalism, interaction, price discount, and attractiveness on purchase intention, as well as its impact on purchase intention through the variable of trust. This research is a modification as it uses existing theories but includes a new variable, attractiveness, as one of the factors affecting trust and purchase intention towards the streamer.

This study is quantitative, using data collection methods in the form of questionnaires distributed to 498 respondents. The data analysis techniques used were Partial Least Squares Structural Equation Modelling (PLS-SEM) and Multigroup Analysis (MGA) using the SmartPLS 4 program. The sampling technique in this study was non-probability sampling with purposive sampling. Respondents in this study were audiences who had viewed or purchased products from Vonseey's live streaming and had interacted with the live streamer during Vonseey's TikTok Shop live streaming sessions.

Based on the results of this study, it is recommended that Vonseey's live streamer should learn the demographic characteristics of the audience so that the content delivered aligns with the preferences and interests of the viewers. Additionally, Vonseey's live streamer should engage viewers through interaction and attention so that viewers feel more involved. Vonseey is also expected to offer more attractive price discounts to increase participation and purchase intention during live streaming, as price discount was identified as a predictor for increasing purchase intention.

Keywords: *Professionalism, Interaction, Price Discount, Attractiveness, Trust, Purchase Intention*