

ABSTRACT

The advancement of information technology has opened vast opportunities for business actors, especially Micro, Small, and Medium Enterprises (MSMEs), to expand their market reach through digital marketing strategies. One increasingly popular and effective approach is the use of live streaming. However, in West Sumatra, the adoption rate of digital technology among MSMEs remains low, with only around 8% of total business units embracing it.

This study aims to identify and analyze the factors that influence the intention of MSME actors in West Sumatra to utilize live streaming as one of the strategies in digital marketing. The theoretical framework is based on the Theory of Planned Behavior (TPB), which is extended by incorporating an additional variable, namely knowledge. This research employs a quantitative approach with purposive sampling techniques in respondent selection.

The data were analyzed using Structural Equation Modeling (SEM), which revealed that attitude, subjective norm, and perceived behavioral control have a positive and significant influence on the intention to adopt live streaming.

Additionally, the Analytical Hierarchy Process (AHP) method was applied to prioritize strategies based on empirical findings, resulting in three top-ranked strategies: creating a FOMO effect during live sessions, engaging user communities, and simplifying the purchasing process. This study recommends live streaming as a practical, sustainable, and relevant marketing solution for MSMEs, particularly in the culinary sector, to enhance competitiveness and increase revenue in the era of digital transformation.

Keywords: SME's, Live streaming, Digital marketing, Theory of Planned Behavior, Structural Equation Modeling, Intention to Use