

ABSTRACT

The development of digitalization has driven changes in consumer behavior in shopping, including the increasing use of the Shopee platform. One of the strategies used is through the live streaming feature, twin date events, and discounts. This study aims to identify their influence on purchasing decisions. This study was conducted using a questionnaire method distributed online, with 150 respondents from various regions in Indonesia. This study focuses on the analysis of the variables of live streaming, twin date events, and discounts, and how these variables can influence purchasing decisions. This study uses the PLS-SEM (Partial Least Square Structural Equation Model) method, and is supported by hypothesis testing and descriptive analysis. The test results show that the live streaming and discount variables have a significant influence on purchasing decisions, while twin date events do not show a significant influence even though the perception score for these variables is high. In addition, discounts are proven to have a moderating effect on the relationship between live streaming and purchasing decisions. Meanwhile, twin date events show a negative moderating effect on purchasing decisions.

Keywords: *live streaming, twin date events, discounts, purchasing decisions, Shopee.*