

ABSTRACT

The popularity of live streaming commerce such as Shopee Live is growing in Indonesia, yet it does not always translate into actual purchase behavior. This highlights a gap between consumer engagement and buying decisions. This study examines the influence of Interactional Element and Audience Characteristic on Purchase Intention, both directly and indirectly through Perceived Influence and Consumer Attitude. Using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM), data were collected from 395 active Shopee Live users. The model employs a second-order construct using a two-stage analysis approach. The results show that Interactional Element and Audience Characteristic significantly and positively affect Purchase Intention, both directly and indirectly through the mediating roles of Perceived Influence and Consumer Attitude.

Keywords: *Interactional Element, Audience Characteristic, Perceived Influence, Consumer Attitude, Purchase Intention, and Marketing*