

ABSTRACT

Shopee Live became the most popular live shopping platform in Indonesia in 2024 with a user share of 57% (GoodStats, 2024), where Generation Z dominates as the largest audience based on the national live shopping age profile data. This dominance indicates a strategic opportunity for e-commerce platforms to leverage interactive features such as live streaming to drive purchase decisions, particularly among this digital-native segment. This study aims to analyze the influence of Shopee's live streaming feature on the purchasing decisions of Generation Z consumers in Bandung City. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to 100 active Shopee users from Generation Z who had made purchases through live streaming sessions. The sampling technique applied was purposive sampling. The research instrument was tested using validity and reliability tests, and the data were analyzed using simple linear regression analysis with the assistance of SPSS software. The results indicate that Shopee's live streaming feature has a positive and significant effect on consumer purchasing decisions. A regression coefficient value of 0.619 and a significance level of 0.000 (< 0.05) demonstrate a strong relationship between the effectiveness of live streaming and the increase in purchase intention. Furthermore, the coefficient of determination of 68.3% shows that most of the variation in purchasing decisions is influenced by this feature. Based on these findings, it can be concluded that live streaming is an effective digital marketing strategy in shaping purchasing decisions among Generation Z, particularly in urban areas such as Bandung City.

Keywords: Live streaming, Shopee, Generation Z, E-commerce, Purchase Decision.