

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh live shopping dan harga (survey pada mahasiswa program studi manajemen FEB UNPAS pengguna situs belanja Shopee) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 93 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa pengaruh positif dan signifikan antara live shopping dan harga terhadap keputusan pembelian. Besarnya pengaruh live shopping dan harga terhadap keputusan pembelian secara simultan 56,4% dan sisanya 43,6% dipengaruhi variable lain yang tidak diteliti. Secara parsial besarnya pengaruh live shopping terhadap keputusan pembelian 23,5%, harga terhadap keputusan pembelian 32,8%. Sehingga dapat disimpulkan bahwa harga memiliki pengaruh paling besar terhadap keputusan pembelian.

**Kata kunci : *Live Shopping*, Harga, dan Keputusan Pembelian**

## **ABSTRACT**

*This study aims to determine the effect of live shopping and prices (a survey of management study program students FEB UNPAS users of the Shopee shopping site) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 93 respondents. The data analysis method used is multiple linear regression analysis and the coefficient of determination.*

*The results showed that there was a positive and significant influence between live shopping and price on purchasing decisions. The magnitude of the influence of live shopping and prices on purchasing decisions simultaneously is 56.4% and the remaining 43.6% is influenced by other variables not examined. Partially the magnitude of the influence of live shopping on purchasing decisions is 23.5%, and prices on purchasing decisions are 32.8%. So it can be concluded that the price has the greatest influence on purchasing decisions.*

***Keywords: Live Shopping, Price, and Purchase Decision***