

ANALISIS KEPUTUSAN PEMBELIAN *COUNTERFEIT FASHION PRODUCTS* PADA *E-COMMERCE*

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ABSTRAK

Penelitian ini menganalisis pengaruh *Electronic Word of Mouth*, *Live Streaming*, dan *Counterfeit Fashion Products* dengan Harga sebagai moderator terhadap Keputusan Pembelian di *e-commerce* Shopee. Metode menggunakan smartPLS SEM dengan 208 responden. Hasilnya menunjukkan bahwa *Electronic Word of Mouth* berpengaruh positif signifikan terhadap keputusan pembelian, meningkatkan kepercayaan dan niat konsumen. *Counterfeit fashion products* juga berpengaruh positif signifikan terhadap keputusan pembelian, menarik konsumen dengan harga terjangkau meski kualitas lebih rendah. *Live streaming* sebagai metode promosi memiliki pengaruh positif signifikan terhadap keputusan pembelian, meningkatkan minat dan kepercayaan konsumen melalui demonstrasi langsung dan interaksi real-time. Harga memperkuat hubungan antara ketertarikan pada *Counterfeit Fashion Products* dan keputusan pembelian. Temuan ini menegaskan pentingnya peran harga, *Electronic Word of Mouth*, dan *live streaming* dalam strategi pemasaran digital untuk meningkatkan keputusan pembelian di *e-commerce*.

Kata Kunci: *Electronic Word of Mouth*, *Live Streaming*, *Counterfeit Fashion Products*, Harga, Keputusan Pembelian

ANALYSIS OF COUNTERFEIT FASHION PRODUCTS PURCHASE DECISIONS IN E-COMMERCE

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ABSTRACT

This study analyzes the influence of Electronic Word of Mouth, Live Streaming, and Counterfeit Fashion Products with Price as a moderator on Purchasing Decisions in Shopee e-commerce. The method uses smartPLS SEM with 208 respondents. The results show that Electronic Word of Mouth has a significant positive effect on purchasing decisions, increasing consumer trust and intentions. Counterfeit fashion products also have a significant positive effect on purchasing decisions, attracting consumers with affordable prices even though the quality is lower. Live streaming as a promotional method has a significant positive effect on purchasing decisions, increasing consumer interest and trust through live demonstrations and real-time interactions. Price strengthens the relationship between interest in Counterfeit Fashion Products and purchasing decisions. These findings emphasize the importance of the role of price, Electronic Word of Mouth, and live streaming in digital marketing strategies to improve purchasing decisions in e-commerce.

Keywords: *Electronic Word of Mouth, Live Streaming, Counterfeit Fashion Products, Price, Buying Decision*