

THE INFLUENCE OF INFLUENCER MARKETING, BRAND TRUST, AND PROMOTION ON PURCHASING DECISIONS SHOPEE LIVE AUDIENCE

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Abstract

This research is a quantitative study that aims to determine, analyze, and prove the effect of influencer marketing, brand trust, and promotion on purchasing decisions. The population in this study were all active users of the Shopee e-commerce platform in the DKI Jakarta area. The sample size taken was 100 respondents using non-probability sampling technique with purposive sampling method. Data collection in this study was carried out through distributing questionnaires online using Google Form. The analysis technique used is the Partial Least Square (PLS) analysis method with SmartPLS software version 4.1.0.9. The results of this study indicate that (1) influencer marketing has a positive and significant effect on purchasing decisions, (2) brand trust has a positive and significant effect on purchasing decisions, and (3) promotion has a positive and most significant effect on purchasing decisions.

Keywords: *brand trust, influencer marketing, promotions, purchasing decisions, shopee live.*

**PENGARUH INFLUENCER MARKETING, BRAND TRUST, DAN
PROMOSI TERHADAP KEPUTUSAN PEMBELIAN
AUDIENS SHOPEE LIVE**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *influencer marketing*, *brand trust*, dan promosi terhadap keputusan pembelian. Populasi pada penelitian ini adalah seluruh pengguna aktif platform *e-commerce* Shopee di wilayah DKI Jakarta. Ukuran sampel yang diambil sebanyak 100 responden menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Pengumpulan data pada penelitian ini dilakukan melalui penyebaran kuesioner secara *online* menggunakan Google Form. Teknik analisis yang digunakan adalah metode analisis *Partial Least Square (PLS)* dengan software SmartPLS versi 4.1.0.9. Hasil penelitian ini menunjukkan bahwa (1) *influencer marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) *brand trust* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan (3) promosi berpengaruh positif dan paling signifikan terhadap keputusan pembelian.

Kata Kunci: *brand trust*, *influencer marketing*, keputusan pembelian, promosi, shopee live.