

# The Influence of Persuasive Communication, Live Selling, and Product Quality on Purchase Intentions during Live Shopping on Shopee

Siti Akromah<sup>1\*</sup>, Nurhadi<sup>2</sup>

<sup>1\*2</sup> Universitas Pembangunan Nasional "Veteran" Jawa Timur, Jl. Raya Rungkut Madya No. 1, Gunung Anyar, Surabaya, Jawa Timur 60294

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Email Correspondence:  
[siti.akormah02@gmail.com](mailto:siti.akormah02@gmail.com)

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## ABSTRACT

This research aims to determine and analyze the influence of Persuasive Communication, Live Selling, and Product Quality on Purchase Intentions among Shopee Live Somethinc live shopping users. This research uses a quantitative approach by collecting data through distributed online questionnaires. The population in this study were Shopee Live Somethinc viewers at the 12.12 event with a sample size of 156 respondents, using a purposive sampling technique with the criteria of being Shopee users and having seen Shopee Live Something. The analysis technique uses multiple linear regression using SPSS 29. The findings of this research show that Persuasive Communication, Live Selling, and Product Quality simultaneously have a significant effect on Purchase Intention, Live Selling partially has a positive and significant influence on Purchase Intention, Product Quality partially has an influence positive and significant on Purchase Intention, while Persuasive Communication partially has a negative and insignificant effect on Purchase Intention.

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Komunikasi Persuasif, Live Selling, dan Kualitas Produk terhadap Niat Beli pada pengguna live shopping Shopee Live Somethinc. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner online yang dibagikan. Populasi dalam penelitian ini adalah penonton Shopee Live Somethinc pada event 12.12 dengan jumlah sampel 156 responden, menggunakan teknik purposive sampling dengan kriteria pengguna Shopee dan pernah melihat Shopee Live Somethinc. Teknik analisis menggunakan regresi linier berganda dengan menggunakan SPSS 29. Temuan penelitian ini menunjukkan bahwa Komunikasi Persuasif, Live Selling, dan Kualitas Produk secara simultan berpengaruh signifikan terhadap Niat beli, Live Selling secara parsial berpengaruh positif dan signifikan terhadap Niat Beli, Kualitas Produk secara parsial berpengaruh positif dan signifikan terhadap Niat Beli, sedangkan Komunikasi Persuasif secara parsial berpengaruh negative dan tidak signifikan terhadap Niat Beli.



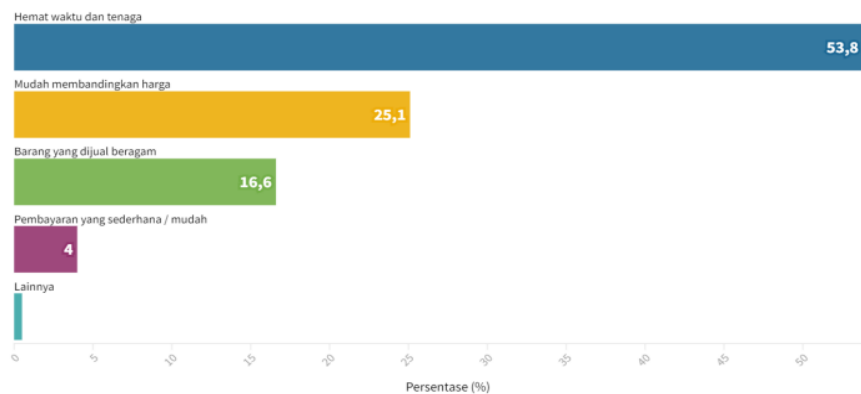
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## INTRODUCTION

At this time, technology is growing rapidly, especially in the advancement of digital platforms. This phenomenon has significantly affected people's lifestyles, raising awareness of easy access to information and social interaction through the internet. Especially after the COVID-19 pandemic in 2020, internet usage in Indonesia has increased rapidly because it is considered the main need of the community. The government also took

advantage of this momentum by introducing the concept of digital economy or new-economy, which encourages transactions of goods and services through the internet with the term e-commerce (Suriyanto & Utami, 2021).

In Indonesia, e-commerce has become the main means to shop online. Various e-commerce platforms such as Shopee, Lazada, Tokopedia, Bukalapak, Blibli, and Tik Tok Shop are people's choices to meet their shopping needs. DataIndonesia.id noted that the majority of consumers choose to shop online because of the time and energy savings, ease of price comparison, and more product variations compared to physical stores.



**Figure 1. Data on Consumer Reasons for Shopping Online**

Source: *dataindonesia.id*, 2024

In addition, technological developments have also changed consumer behavior in shopping significantly. Online shopping is a trend that continues to increase from year to year, driven by the ease of transactions and various promos offered by e-commerce. Health and beauty products, including skincare, are becoming one of the most demanded categories by consumers in online shopping. This is reflected in the increasing number of e-commerce transactions, especially for daily necessities products.

One of the key factors of consumer behavior in the context of online shopping is purchase intent. According to Shah et al., in Purwianti (2018) purchase intention is a decision made by consumers after analyzing to buy a particular product brand. Purchase intent is used as a reference to predict consumer behavior that will occur in the future. Purchase intent also reflects a consumer's willingness to make a purchase of a product or service.

Consumers will intend to buy if the message conveyed by the communicator is precise, clear, and easy to understand. This will certainly have a big influence on the success of persuasive marketing communications. According to Susanto in Choirina (2021), communication can be said to be successful if the communication can change the behavior of the audience voluntarily through persuasive communication. Persuasive marketing communication plays an important role in persuading consumers to make a purchase. Persuasive communication, which changes consumers' attitudes and opinions, can influence their purchase intent.

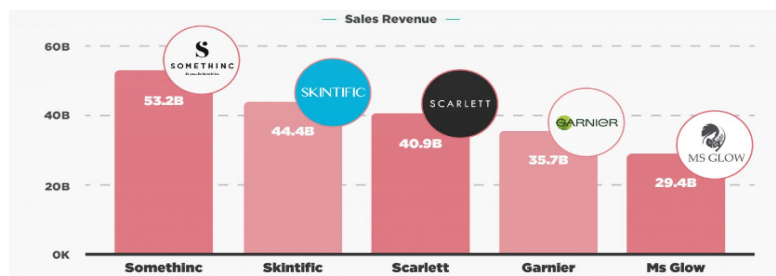
Meanwhile, live selling, which displays products in real-time, can arouse consumer interest to buy. In the context of live selling, sellers utilize digital platforms and live streaming features to offer products directly to consumers. By providing real-time product information, live selling encourages consumers to make impulse purchases. This reflects the evolution of more traditional direct selling marketing activities, but carried out with the help of technology and real-time interaction (Zhang et al, 2022).

Wardi (2021) live sale is considered to increase the number of purchases of goods on several e-commerce platforms. This of course makes customer buying interest increase during the new normal era because customers are considered to often hold android devices, laptops, etc. in their daily lives or WFH. On the one hand, the emergence of live sales offers real-time information on prices and products that can be seen directly by consumers.

Thus, the development of digital technology has had a significant impact on consumer behavior in online shopping, especially through live selling features on e-commerce platforms. A deep understanding of the factors influencing consumer purchase intent in this context becomes essential for marketing practitioners to develop effective sales strategies in this digital age. The process of purchasing through live chat has become one of the popular ways to shop online. Consumers can ask about the details of the product or service offered before checkout and payment. With good visualization, such as displaying products with different details and angles, consumers can feel an experience similar to seeing the product directly. More complete information about the product can increase consumer confidence to make purchases, even encourage them to buy more.

According to Kotler and Keller in Zein, Karnadi, & Praja (2022), product quality is a feature and characteristic that satisfies consumer needs. Product quality includes durability, accuracy, and other valuable attributes. Studies have shown that product quality positively affects purchase intent, although some studies show different results.

Skincare is one of the most popular products because it is considered important to maintain healthy facial skin. Various skincare products, such as facial washes, moisturizers, and serums, help keep skin healthy and glowing without the need for expensive and time-consuming beauty clinic treatments. Based on data from the top 5 best-selling facial care brands, Somethinc and Skintific are the two brands that are most in demand by the public. Both brands offer high-quality skincare and make-up products, with Somethinc being a favorite for its effective ingredients and benefits.



**Figure 2. Top Five Best Selling Facial Care Brands**

Source: *compass.co.id*, 2023

Something conducts promotions through social media and e-commerce, including live shopping, to invite consumers to make direct transactions. Shopee, as one of the leading e-commerce platforms in Indonesia, offers a live shopping feature that allows sellers to promote products directly to buyers. Through live shopping, sellers can interact directly with consumers, provide real-time product information, and even create special offers to increase sales.

Therefore, changes in consumer behavior in shopping online, especially through live selling features on e-commerce platforms are the biggest challenge for ecommerce platform sellers. In this context, purchase intent is a crucial factor influenced by various factors, including persuasive marketing communications and live selling. However, although live selling has become an effective marketing strategy, there are still not many studies that investigate in depth the factors that influence consumer purchase intentions during live shopping on e-commerce platforms.

Thus, this research is important to understand consumer behavior in using Shopee Live, especially for users of the Something skincare brand in Surabaya. Research will pay attention to the influence of persuasive marketing communication, live selling, and product quality on consumer purchase intentions during live shopping at Shopee. It is hoped that this research can provide deeper insights into effective marketing strategies in the context of live shopping on e-commerce platforms.

## **RESEARCH METHODS**

This type of research is associative research using a quantitative approach. The quantitative approach aims to analyze the problem of the relationship of one variable with other variables. A quantitative approach is an approach used to determine the relationship or influence between independent variables and dependent variables (Sugiyono, 2019). This study used a measurement scale, namely an ordinal scale with the formation of a Likert scale. The population in this study was the audience of Shopee Live Something Official Shopee at the 12.12 event at Shopee with a sample of 156 respondents, which was taken using purposive sampling techniques with the criteria of Shopee users and had seen Shopee Live Something. Data was collected through an online questionnaire disseminated using the help of Google Form which was then analyzed using SPSS 29 using validity and reliability tests, multiple linear regression analysis, and hypothesis tests.

## **RESULTS and DISCUSSION**

### **Results**

Data obtained from the results of questionnaire distribution as many as 156 respondents were analyzed using the SPSS 29 application to verify the validity and reliability of the instruments used in this study. The results of this study can provide an overview of conclusions regarding the relationship between the variables of Persuasive Communication, Live Selling, and Product Quality on Purchase Intent. A questionnaire statement item is considered valid if the calculated number  $\geq$   $r_{table}$  with a significant level of 0.05;

**Table 1 Validity Test**

Variable	Correlation	Correlation Coefficient (r count)	r table	Sig.	Description
Persuasive Communication (X1)	X1.1 (Claim 1)	0,814	0,157	<0,001	Valid
	X1.2 (Claim 2)	0,836			Valid
	X1.3 (Warrant 1)	0,843			Valid
	X1.4 (Warrant 2)	0,825			Valid
	X1.5 (Data 1)	0,878			Valid
	X1.6 (Data 2)	0,878			Valid
Live Selling (X2)	X2.1 (Visibility 1)	0,858	0,157	<0,001	Valid
	X2.2 (Visibility 2)	0,865			Valid
	X2.3 (Visibility 3)	0,854			Valid
	X2.4 (Metavoicing 1)	0,822			Valid
	X2.5 (Metavoicing 2)	0,900			Valid
	X2.6 (Metavoicing 3)	0,849			Valid
	X2.7 (Metavoicing 4)	0,744			Valid
Product Quality (X3)	X3.1 (Performance 1)	0,828	0,157	<0,001	Valid
	X3.2 (Performance 2)	0,881			Valid
	X3.3 (Reliability 1)	0,857			Valid
	X3.4 (Reliability 2)	0,830			Valid
	X3.5 (Features)	0,888			Valid
	X3.6 (Durability 1)	0,861			Valid
	X3.7 (Durability 2)	0,859			Valid
	X3.8 (Conformity)	0,793			Valid
Purchase Intention (Y)	Y1.1 (Transactional)	0,833	0,157	<0,001	Valid
	Y1.2 (Referential)	0,816			Valid
	Y1.3 (Preferential)	0,850			Valid
	Y1.4 (Preferential 2)	0,917			Valid
	Y1.5 (Exploratory 1)	0,792			Valid
	Y1.6 (Exploratory 2)	0,871			Valid

Source: Primary Data Processed, 2024

From the results obtained, it is known that the calculated value of the variables Persuasive Communication (X1), Live Selling (X2), Product Quality (X3), and Purchase Intention (Y) exceeds the table value. Thus, it can be concluded that all questionnaire statement items in this study have been considered valid. Reliability tests are carried out to determine the extent to which a questionnaire or other measuring device in a study can be said to be trusted or reliable. In this study, reliability testing using SPSS 29 with the method used to see the data has been reliable with Cronbach's Alpha ( $\alpha$ ) method, if it is said to be reliable when producing Cronbach's Alpha > 0.60.

**Table 2 Reliability Test**

Variable	Cronbach's Alpha Count	Description
Persuasive Communication (X1)	0,919	Reliable
Live Selling (X2)	0,931	
Product Quality (X3)	0,945	
Purchase Intention (Y)	0,920	

Source: Primary Data Processed, 2024

From the results obtained, it is known that each variable, Persuasive Communication (X1), Live Selling (X2), Product Quality (X3), and Purchase Intention (Y) obtained Cronbach's Alpha value of more than 0.60 so that it can be said that the research data on these variables are reliable.

**Table 3 Multiple Linier Regression Analiksi Result**

Coefficients <sup>2</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std Error			
1 (Constant)	1.014	1.319		.769	.443
Persuasive Communication	-.026	.097	-.025	-.265	.791
Live Selling	.357	.105	.367	3.384	<.001
Product Quality	.419	.078	.512	5.374	<.001

a. Dependent Variable: Purchase Intention

Source: Primary Data Processed, 2024

From the regression results table produced in this research, a multiple linear regression equation was obtained, namely  $Y=1.014-0.026 X1+0.357 X2+0.419 X3+ \epsilon$ . The constant value ( $\alpha$ ) is 1.014, which means that the value of the Purchase Intention variable is 1.014 with the assumption that Persuasive Communication, Live Selling and Product Quality are constant.

The coefficient value of the Persuasive Communication variable is -0.026, illustrating that Persuasive Communication has an insignificant negative effect on Purchase Intention, if Persuasive Communication decreases, Purchase Intention will increase. The coefficient value of the Live Selling variable is 0.357, illustrating that Live Selling has a positive effect on Purchase Intention, if Live Selling increases, Purchase Intention will also increase. The regression coefficient value for the Product Quality variable is 0.419, illustrating that Product Quality has a positive effect on Purchase Intention, if Product Quality increases, Purchase Intention will also increase.

**Table 4 Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.830 <sup>a</sup>	.689	.683	1.971

a. Predictors: (Constant), Product Quality, Persuasive Communication, Live Selling  
b. Dependent Variable: Purchase Intention

Source: Primary Data Processed, 2024

The R Square test results prove that the R value obtained is 0.830 which shows the relationship between Persuasive Communication, Live Selling, and Product Quality on Purchase Intentions is relatively strong, because the R value obtained is close to 1. Furthermore, the R Square value is 0.689 or 68.9% which shows that the ability of the independent variable has an influence on the dependent. Meanwhile, the remaining 31.1% is determined by other variables not examined in this research.

**Table 5 Simultaneous Test Result**

ANOVA <sup>a</sup>					
Model	Sum of Square	df	Mean Square	F	Sig.
1. Regression	2409.367	3	803.122	112.452	<.001 <sup>b</sup>
Residual	1085.575	152	7.142		
Total	3494.942	155			

a. Dependent Variable: Purchase Intention  
b. Prefictors: (Constant), Product Quality, Persuasive Communication, Live Selling

Source: Primary Data Processed, 2024

The results of hypothetical data processing in this research, the Fcount value is 112.452 and the Ftable is 2.66 at a significance level of 5% (0.05). So, it can be concluded that Fcount (112.452) ≥ Ftable (2.66), then H0 is rejected and H1 is accepted, which means that simultaneously the variables Persuasive Communication, Live Selling, and Product Quality have a significant effect on the Purchase Intention variable for live users. shopping at Shopee.

**Table 6 Partial Test Result**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std Error			
1 (Constant)	1.014	1.319		.769	.443
Persuasive Communication	-.026	.097	-.025	-.265	.791
Live Selling	.357	.105	.367	3.384	<.001
Product Quality	.419	.078	.512	5.374	<.001

a. Dependent Variable: Purchase Intention

In the Persuasive Communication variable, the results of hypothetical data processing, in  $-t_{table} < t_{count} < t_{table}$ , namely  $-1.975 < -0.265 < 1.975$ , then  $H_0$  is accepted, so it can be concluded that partially Persuasive Communication has no significant effect on Purchase Intentions among live shopping users on Shopee. In the Live Selling variable, the results of processing hypothetical data, at  $t_{count} \geq t_{table}$ , namely  $3.384 \geq 1.975$ , then  $H_0$  is rejected, so it can be concluded that partially Live Selling has a significant effect on Purchase Intentions among live shopping users on Shopee. In the Product Quality variable, the results of hypothetical data processing, at  $t_{count} \geq t_{table}$ , namely  $5.374 \geq 1.975$ , then  $H_0$  is rejected, so it can be concluded that partially Product Quality has a significant effect on Purchase Intentions among live shopping users on Shopee.

## DISCUSSION

*The Effect of Persuasive Communication, Live Selling, and Simultaneous Product Quality on Purchase Intention*, Based on the results of tests carried out previously, the variables Persuasive Communication, Live Selling, and Product Quality simultaneously have a significant effect on the dependent variable Purchase Intention for live shopping users on Shopee. With marketing techniques such as persuasive communication carried out by the host well and precisely. The role of persuasive communication is considered successful if viewers can make purchases of a Something product right away or during the duration of the live shopping. During live shopping, the host often says several explicit invitation sentences that encourage viewers to buy right away. Apart from that, the host also leaked promos for upcoming events, this will attract viewers' intention to buy Somethinc products during the event. Live Selling is also important in increasing viewers' buying intentions when watching live shopping carried out by the Somethinc Official Shop, this is because when live shopping is carried out the host will try to do a "try-on" or try to apply Somethinc products to the host's skin accordingly. what viewers want through the comments column provided. Somethinc's live selling on Shopee makes it easier for consumers to see the product first via live broadcast with the help of a good quality camera to ascertain the shape, type, texture, color and quality without fear of being fooled by the image provided by the seller. By doing live selling, it will attract viewers to be impulsive in buying when they see products at low prices. Product quality is also important in increasing the purchase intention of Somethinc Official Shop live shopping viewers. With the high quality given to Somethinc products, it will attract the intention and interest of viewers to buy, this makes Somethinc always provide high quality materials for all the products it produces.

The results of this study reinforce research that has been conducted by Puspitasari (2020) entitled "The Influence of Persuasive Communication of Beauty Vlogger Videos on Product Purchase Intentions at the Wardah Brand in Banjarbaru City". One of the results of his research shows that there is a significant positive influence of the beauty vlogger variable on the purchase intention variable and uses the AIDA approach to support the success of persuasive communication. The Partial Influence of Persuasive Communication, Live Selling, and Product Quality on Purchase Intentions

**The Influence of Persuasive Communication on Purchase Intentions**, The results of previous tests show that partially Persuasive Communication does not have a significant



effect on Purchase Intentions among live shopping users on Shopee. These findings indicate that Persuasive Communication has an inverse influence on Purchase Intention. This means that the high level of persuasive communication skills of the host in Somethinc live shopping on Shopee is not accompanied by an increase in consumer purchasing intentions. For example, the sentences spoken by hosts to attract viewers' buying intentions are very monotonous or done repeatedly so that viewers often ignore them because they feel that the information they have provided is no longer needed. The results of this research are not in line with research conducted by Choirina (2021) entitled "The Influence of Beauty Advisor Wardah's Persuasive Communication on Consumer Purchase Interest at Kartasura Supermarket Sales". One of the results of his research stated that there was an influence of Wardah cosmetics beauty counsel's persuasive communication on the buying interest of Laris Swalayan Kartasura consumers. This is also the novelty of the research conducted.

*The Effect of Live Selling on Purchase Intention*, The results of previous tests show that partially Live Selling has a significant effect on Purchase Intentions of live shopping users on Shopee. For example, there is bundling of several Somethinc products at more affordable prices than buying individual products or there are flash sales during certain events which become a place for discount hunters for viewers because the prices offered are very cheaper than the original price of the product. Therefore, the results of this study also strengthen the research conducted by Zhang, et al (2022) entitled "The Effect of Live Selling in Increasing Purchase Intention in Adolescents". One of the results of his research showed that the majority of female respondents had a higher level of satisfaction about interaction and were more concerned with product quality than the functional product.

*The Influence of Product Quality on Purchase Intentions*, The results of previous tests show that partially product quality has a significant effect on purchase intention among live shopping users on Shopee. For example, recently various skincare brands have been competing to improve the quality of their moisturizer products by providing ingredients such as Ceramid, Salicylic Acid, Niacinamide, and Centela Acsiatica which makes the products increasingly popular with most consumers in Indonesia. Therefore, the results of this study also strengthen the research that has been conducted by Ginting & Harahap (2022) entitled "The Effect of Direct Marketing and Product Quality on Repurchase Intention on Shopee Live Marketing Live Streaming". One of the results of his research shows that direct marketing has a positive and partially significant effect on consumer repurchase intent.

## CONCLUSIONS

The results of the analysis simultaneously show that simultaneously the variables of Persuasive Communication, Live Selling, and Product Quality have a significant effect on Purchase Intent in Somethinc Official Shop live shopping users at Shopee. While the results of the partial analysis show that the Persuasive Communication variable has a negative influence and does not have a significant effect on Purchase Intent on live shopping users on Shopee. Then from the results of partial analysis of Live Selling variables show that Live Selling has a positive and significant influence on Purchase Intent on Somethinc Official Shop live shopping users at Shopee. While the results of partial analysis of Product Quality

variables show that Product Quality has a positive and significant influence on Purchase Intent on Somethinc Official Shop live shopping users at Shopee.

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