

**“PENGARUH ATTRIBUTE *LIVE STREAMING* TERHADAP  
KEPERCAYAAN PRODUK DAN KEPERCAYAAN PENJUAL PADA  
NIAT PEMBELIAN (STUDI PADA KONSUMEN TIKTOK *LIVE  
STREAMING SHOP* PRODUK FASHION KATEGORI CLOTHING)”**

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**ABSTRAK**

Penelitian ini untuk menguji pengaruh antara *attribute live streaming*, *trust in product*, *trust in seller* dan *purchase intention* pada konsumen Tiktok *live streaming shop* produk *fashion* kategori *clothing*. Dalam penelitian ini menggunakan metode SEM-PLS (*structural equation model – partial least squares*) dan menggunakan pendekatan kuantitatif deskriptif. Dalam pengumpulan data menggunakan data primer, melalui penyebaran kuisioner melalui *platform google form*. Jumlah responden yang mengisi kuisioner sebanyak 255, namun setelah dilakukan seleksi berdasarkan kriteria, hanya 190 responden yang memenuhi kriteria. Hasil penelitian ini menunjukkan *attribute live streaming* berpengaruh terhadap *trust in product* dan *trust in seller*. Namun *attribute live streaming* tidak berpengaruh terhadap *purchase intention*. Kemudian *trust in product* dan *trust in seller* berpengaruh terhadap *purchase intention*. Selanjutnya uji pengaruh tidak langsung menunjukkan *trust in product* dan *trust in seller* memediasi pengaruh antara *attribute live streaming* terhadap *purchase intention*.

**Kata kunci** : *Attribute Live streaming, Trust In Product, Trust in seller, Purchase Intention, Live streaming Shop* .

***“THE EFFECT OF LIVE STREAMING ATTRIBUTES ON PRODUCT TRUST AND SELLER TRUST ON PURCHASE INTENTIONS (STUDY OF TIKTOK LIVE STREAMING SHOP CONSUMERS OF FASHION PRODUCTS IN THE CLOTHING CATEGORY)”***

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***ABSTRACT***

*This study is to examine the influence between live streaming attributes, trust in product, trust in seller and purchase intention on consumers of Tiktok live streaming shop fashion products in the clothing category. This study uses the SEM-PLS (structural equation model - partial least squares) method and uses a descriptive quantitative approach. In collecting data using primary data, through distributing questionnaires via the google form platform. The number of respondents who filled out the questionnaire was 255, but after selection based on criteria, only 190 respondents met the criteria. The results of this study indicate that live streaming attributes affect trust in product and trust in seller. However, live streaming attributes have no effect on purchase intention. Then trust in product and trust in seller affect purchase intention. Furthermore, the indirect effect test shows that trust in product and trust in seller mediate the influence between live streaming attributes on purchase intention,*

***Keywords : Attribute Live streaming, Trust In Product, Trust in seller, Purchase Intention, Live streaming Shop .***