

**PENGARUH *DIRECT MARKETING* DAN *ONLINE CUSTOMER REVIEW*
TERHADAP MINAT BELI PADA *LIVE STREAMING SHOPEE***

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ABSTRAK

Pengujian ini bertujuan untuk melihat dampak *direct marketing* beserta *online customer review* pada minat beli pada *live streaming shopee*. Populasi yang dipergunakan di pengujian ini ialah mahasiswa Fakultas Ekonomi Undiksha. Teknik sampling yang dipergunakan di pengujian ini ialah *Non probability sampling* beserta *accidental sampling*. di pengujian ini mempergunakan sampel sebanyak 50 sampai 100 informan jadi ukuran sampel yang bisa dipertimbangkan ialah 100 mahasiswa Fakultas Ekonomi Undiksha. desain yang dipergunakan ialah desain kuantitatif kausal. desain pengumpulan data yang dipergunakan di pengujian ini yakni mempergunakan angket dengan lewat tes reliabilitas beserta tes validitas. Pengolahan data di pengujian ini mempergunakan bantuan program SPSS versi 21 *for Windows*. temuan pengujian ini memperlihatkan bahwasanya : (1) terdapat dampak positif beserta substansial *direct marketing* pada minat beli *live streaming shopee*, (2) terdapat dampak positif beserta substansial *online customer review* pada minat beli *live streaming shopee*, (3) terdapat dampak substansial dengan bersamaan antara *direct marketing* beserta *online customer review* pada minat beli pada *live streaming shopee*.

Kata kunci: *direct marketing*, minat beli, *online customer review*.

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ABSTRACT

This study aims to examine the impact of direct marketing and online customer reviews on purchase intention during Shopee live streaming sessions. The population involved in this research consists of students from the Faculty of Economics at Undiksha University. The sampling technique employed is non-probability sampling combined with accidental sampling. The study uses a sample size ranging from 50 to 100 respondents, ultimately considering 100 students from the Faculty of Economics at Undiksha. A causal quantitative design was used for the research. Data collection was conducted through questionnaires, supported by reliability and validity tests. Data processing in this study utilized SPSS version 21 for Windows. The findings reveal that: (1) there is a positive and significant impact of direct marketing on purchase intention in Shopee live streaming, (2) there is a positive and significant impact of online customer reviews on purchase intention in Shopee live streaming, and (3) there is a significant combined impact of direct marketing and online customer reviews on purchase intention during Shopee live streaming.

Keywords: *direct marketing, purchase intention, online customer review.*