

## **ABSTRAK**

### **PENGARUH INTERAKTIVITAS DAN *CUSTOMER ENGAGEMENT* TERHADAP KEPUTUSAN PEMBELIAN DI SHOPEE *LIVE* (SURVEI PADA KONSUMEN *EIGER ADVENTURE* DI INDONESIA)**

**Oleh**

**REGGY DHARMAWAN**

Penelitian ini bertujuan untuk mengetahui pengaruh interaktivitas dan *customer engagement* di *Shopee Live* terhadap keputusan pembelian konsumen *Eiger Adventure*. Jumlah populasi tidak diketahui secara pasti sehingga penentuan sampel menggunakan rumus Cochran dengan jumlah 385 responden dengan teknik *purposive sampling*. Kemudian teknik analisis data mencakup uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa secara parsial interaktivitas dan *customer engagement* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen *Shopee Live Eiger Adventure* di Indonesia. Kemudian secara simultan interaktivitas dan *customer engagement* berpengaruh secara positif dan signifikan terhadap keputusan pembelian konsumen *Shopee Live Eiger Adventure* di Indonesia.

**Kata Kunci : Interaktivitas, *Customer Engagement*, Keputusan Pembelian Online, *Shopee Live*.**

## **ABSTRACT**

### **THE INFLUENCE OF INTERACTIVITY AND CUSTOMER ENGAGEMENT ON PURCHASING DECISIONS ON SHOPEE LIVE (SURVEY ON EIGER ADVENTURE CONSUMERS IN INDONESIA)**

**By**

**REGGY DHARMAWAN**

*This research aims to determine the influence of interactivity and customer engagement at Shopee Live on Eiger Adventure consumer purchasing decisions. The population size is not known with certainty so the sample was determined using the Cochran formula with a total of 385 respondents using a purposive sampling technique. Then data analysis techniques include validity tests, reliability tests, classical assumption tests, and multiple regression analysis.*

*The research results show that partially interactivity and customer engagement have a positive and significant effect on consumer purchasing decisions at Shopee Live Eiger Adventure in Indonesia. Then simultaneously interactivity and customer engagement have a positive and significant effect on consumer purchasing decisions at Shopee Live Eiger Adventure in Indonesia.*

***Keywords: Interactivity, Customer Engagement, Online Purchase Decisions, Shopee Live.***