

ABSTRAK

PENGARUH NILAI UTILITARIAN, NILAI HEDONIS, DAN NILAI SIMBOLIS TERHADAP KEPUTUSAN PEMBELIAN PADA *LIVE STREAMING* SHOPEE LADYFAME OFFICIAL SHOP

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Industri fashion di Bandar Lampung terus berkembang seiring dengan kemajuan teknologi. Salah satu strategi yang digunakan dalam meningkatkan penjualan adalah fitur *live streaming* di marketplace. Ladyfame, salah satu *online shop* fashion, memanfaatkan fitur ini melalui Shopee Live. Penelitian ini bertujuan untuk mengetahui pengaruh nilai utilitarian, nilai hedonis, dan nilai simbolis terhadap keputusan pembelian pada *live streaming* Shopee Ladyfame Official Shop. Proses pembelian pada *live streaming* tersebut di analisis melalui *customer perceived value*, sebagai penilaian keseluruhan konsumen terhadap kegunaan suatu produk atau jasa, berdasarkan perbandingan antara apa yang mereka dapatkan dan apa yang mereka korbankan. Jenis penelitian ini merupakan *explanatory research* dengan pendekatan kuantitatif. Populasi dalam penelitian adalah konsumen Ladyfame di Indonesia yang pernah menonton dan membeli melalui *live streaming* Shopee, dengan jumlah sampel 96 responden yang dipilih menggunakan *purposive sampling* dan rumus *Cochran*. Teknik analisis data menggunakan regresi linier berganda dengan bantuan SPSS versi 29. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, nilai utilitarian, nilai hedonis, dan nilai simbolis berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini diharapkan dapat menjadi referensi bagi penelitian selanjutnya untuk mengkaji faktor lain seperti kepercayaan terhadap *influencer*, persepsi harga, dan kualitas *visual streaming*.

Kata Kunci: Nilai Utilitarian, Nilai Hedonis, Nilai Simbolis, dan Keputusan Pembelian

ABSTRACT

THE EFFECT OF UTILITARIAN VALUE, HEDONIC VALUE, AND SYMBOLIC VALUE ON PURCHASE DECISION IN SHOPEE LIVE STREAMING AT LADYFAME OFFICIAL SHOP

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The fashion industry in Bandar Lampung continues to grow alongside technological advancements. One strategy to boost sales is the use of live streaming features on marketplaces. Ladyfame, a fashion-focused online shop, utilizes this feature through Shopee Live. This study aims to examine the influence of utilitarian value, hedonic value, and symbolic value on purchase decisions during Shopee Ladyfame Official Shop's live streaming. The analysis is based on the concept of customer perceived value, which refers to consumers' overall evaluation of a product or service by comparing the benefits received with the sacrifices made. This research is explanatory in nature and uses a quantitative approach. The population consists of Ladyfame consumers in Indonesia who have watched and made purchases via Shopee Live. A sample of 96 respondents was selected using purposive sampling and the Cochran formula. Data analysis was conducted using multiple linear regression with SPSS version 29. The results show that utilitarian, hedonic, and symbolic values each have a significant positive effect both partially and simultaneously on purchase decisions. These findings are expected to serve as a reference for future research on additional factors such as trust in influencers, price perception, and visual streaming quality.

Keywords: Utilitarian Value, Hedonic Value, Symbolic Value, and Purchase Decision