

**ABSTRAK**  
**PENGARUH INTERAKTIVITAS, VISUALISASI DAN**  
**PROFESIONALISASI TERHADAP NIAT BELI *LIP TINT* IMPLORA**  
**MELALUI SHOPEE *LIVE STREAMING***  
**( Studi Pada Konsumen Remaja Indonesia )**

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Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh interaktivitas, visualisasi dan profesionalisasi terhadap niat beli *lip tint* Implora melalui Shopee *live streaming* (Studi Pada Konsumen Remaja Indonesia). Jenis penelitian ini adalah penelitian kuantitatif dengan metode survei, sebanyak 190 responden diambil dengan teknik *non probability sampling* yaitu *simple random sampling*. Menggunakan analisis regresi linier berganda dengan menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa variabel interaktivitas, visualisasi dan profesionalisasi dalam *live streaming* baik secara parsial maupun simultan berpengaruh terhadap niat beli *lip tint* Implora di Shopee. Streamer Implora diharapkan dapat lebih memperhatikan lagi kualitas visualisasi, interaksi yang menyenangkan, dan meningkatkan pemahaman dan mutu produk serta profesionalisasi agar konsumen memiliki niat berbelanja yang tinggi pada saat *live streaming* berlangsung.

**Kata Kunci:** **Interaktivitas, Visualisasi, Profesionalisasi, *Live Streaming*, Niat Beli**



## ABSTRACT

### EFFECT OF INTERACTIVITY, VISUALIZATION AND PROFESSIONALIZATION ON PURCHASE INTENTION IN LIP TINT THROUGH SHOPEE LIVE STREAMING (A Study on Indonesian Teen Consumers)

IMPLORA

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The purpose of this study was to analyze and find the effect of interactivity, visualization and professionalization of Implora lip tint purchase intentions through Shopee live streaming (A Study on Teen Consumers Indonesia). This type of research was a quantitative study with the method survey, as many as 190 respondents were taken using a non-probability technique with the simple random sampling. This study used linear regression analysis multiple results using SPSS 25. The result showed that the variables of interactivity, visualization and professionalization in live streaming either partially or simultaneously had an effect on purchase intention in Implora Lip Tint at Shopee. Streamer Implora is expected to get more pay attention again to the quality of visualization, fun interactions, and improve product understanding and quality as well as professionalization so that consumers have high shopping intentions during live streaming take place.

Keywords: Interactivity, Visualization, Professionalization, Live Streaming, Purchase Intention

