

ABSTRACT

The Effect of Customer Engagement and Followership on Online Consumer Purchase Interest on Live Streaming Social Media Platforms

By:

M. Fadli Septiade Putra (2012140017)

Email: fadliseptiadeputra @gmail.com

The background of the research was that there was a very high purchasing trend on social media live streaming platforms in digital business, but there was still little research that attempted to investigate what causes high consumer buying interest on these live streaming platforms. Therefore, the purpose of the research was to find out variables that were likely to be the main factors that determined the high interest in online buying on social media live streaming platforms. The researcher hypothesized that there was a significant effect of Customer Engagement and Followership on Online Consumer Purchase Interest on Live Streaming Social Media Platforms, which was proven statistically. This type of research was quantitative causality research, with the the research population being users of social media platforms in Indonesia and the sampling technique was non-probability sampling where the number of samples investigated was 119 respondents. The analytical tool used was SEM-PLS to identify the relationship between customer engagement, followership and online purchase interest on social media live streaming platforms. The research results showed that Customer Engagement on Followership had a greater influence than Customer Engagement on Purchase Interest. This was concluded by the active involvement of customers towards followership in increasing online consumers' purchasing interest on live streaming social media platforms.

Keywords: *Customer Engagement, Followership, Purchase Interest, Live Streaming, Social Media.*

