

## ABSTRACT

### THE INFLUENCE OF DIGITAL ADVERTISING AND LIVE STREAMING ON ONLINE PURCHASE INTENTION THROUGH BRAND AWARENESS AS AN INTERVENING VARIABLE FOR N'PURE SKINCARE PRODUCTS ON SHOPEE @npureofficialshop

By:

**ANGGUN PUSPITASARI**

E-mail: [anggunpuspita12345@gmail.com](mailto:anggunpuspita12345@gmail.com)

This study examined the influence of digital advertising and live streaming on online purchase intention for N'Pure skincare products on Shopee, with brand awareness as an intervening variable. The proposed hypothesis states that digital advertising and live streaming affect brand awareness and online purchase intention. A quantitative method with a causal approach was employed in this research. Data were collected through questionnaires distributed to 133 respondents, with the population consisting of university students in Lampung Province who are familiar with N'Pure products. Data analysis was conducted using Structural Equation Modeling (SEM) supported by Partial Least Squares (PLS) tools to test the relationships among variables. The results showed that digital advertising and live streaming had a positive influence on brand awareness. However, digital advertising and live streaming did not have a significant effect on online purchase intention. Meanwhile, brand awareness was proven to have a positive influence on online purchase intention. Although the findings indicated that digital advertising and live streaming performed well, their contribution to online purchase intention remains suboptimal. It is recommended that the company enhance the appeal of digital advertising content through engaging visuals and relevant storytelling, as well as improve the quality of live streaming by offering more interactive experiences and detailed visual presentations of the products.

**Keywords:** Digital Advertising, Live Streaming, Purchase Intention, Online Buying, Skincare, Content Performance

