# An Influence Of Live Streaming And Trust On Impulse Buying Among Shopee Users In Medan City

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| Article Info | ABSTRACT |
|---|---|
| **Keywords:**<br>Live Streaming,<br>Trust,<br>Impulse Buying. | This research aims to described the effect of live streaming and trust on impulse buying among Shopee application users in Medan City. This research uses quantitative and associative methods. The total population is 869,609 residents spread across 5 sub-districts as representatives of Medan City. In determining the sample, the author used Slovin's theory with a sample of 100 and the sample collection technique used was non-probability sampling and used snowball sampling to determine the sample. The data analysis technique uses multiple linear regression analysis. Based on the research results, it shows that (1) the live streaming variable has a significant effect on impulse buying among Shopee application users in Medan City, (2) the trust variable has a significant effect on impulse buying among Shopee application users in Medan City, (3) the live streaming variable, trust simultaneously has a significant effect on impulse buying among Shopee application users in Medan City. |
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## INTRODUCTION

Currently, information and communication technology is developing very rapidly. The role of the internet in accessing information and communication is very important. The use of the internet among people in Indonesia is very familiar and has had a significant impact on internet use in Indonesia, making it easier and faster to meet people's needs. Internet users in Indonesia will reach 215.63 million people in the 2022-2023 period. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people, which means that Indonesian people are increasingly literate with the internet (APJII, 2023).

*Ecommerce*is a dynamic set of economics, applications and business processes that connect consumer companies and certain communities through electronic transactions and trade in goods, services and information carried out electronically (Akbar and Alam, 2020). E-commerce has a positive impact on entrepreneurs because it reduces operational costs and can expand market share, which in turn can maximize profits and make it easier to develop the business. One of the advantages of e-commerce is that it does not require physical space to display products because they can be displayed online,

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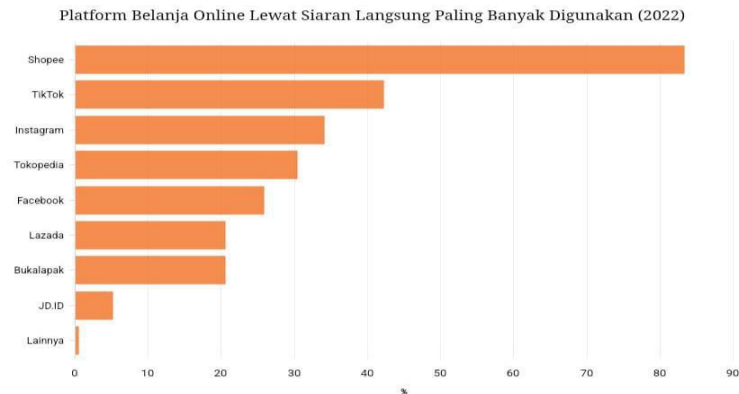
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so that everyone from various regions can see the products in detail and realistically. Distribution in business activities is vital because it connects buyers and sellers. The development of e-commerce and the internet will change the regional structure where human mobility over physical distances will decrease because many people prefer to access information via the internet network (Rachmawati, 2014).

Marketplacesis a model of e-commerce that acts as an intermediary between buyers and sellers. Examples include Shopee, Lazada, TokoPedia, and others. E-commerce growth in Indonesia increased sharply after the pandemic. At the beginning of 2020, online business transactions increased by around 33% with fantastic value. Its value from 253 trillion rupiah quickly increased to 337 trillion rupiah (BRIapi, 2020).

As technology and the marketplace develop, the level of consumer needs increases, the level of consumer needs influences lifestyle. Consumer shopping styles have changed from initially shopping traditionally, but now many are switching and shopping through marketplaces and the large number of marketplace users now creates a feeling of impulse buying in potential consumers.

Impulse buyingis consumer behavior that without consideration makes product purchases or irrational purchases which are said to be smooth and unplanned purchases (Firmansyah, 2019). Impulse buying is an act of buying that is carried out without having a purchase intention formed before entering the shop (Mowen & Minor, 2012). The most important element in impulse buying is cognitive, meaning not considering the price and function of the product, not evaluating when buying a product. Then emotional, namely feelings that are encouraged to buy the product as quickly as possible and have happy feelings after buying the product.

Live streamingis an interactive and interesting media whose goal is to focus on the user by offering real-time interaction between customers and sellers (Fauziah, 2020). Live streaming has become the main channel for sellers to sell their products. Compared with traditional marketing, live streaming shopping has advantages in product percentage, cost, time, shopping experience and sales (Li et al., 2021). The emergence of consumer behavior that is lazy to search for information about products means that the marketing system requires new innovations that are easy to reach the public, such as live streaming. In the last four years, consumers have become more interested in shopping via live streaming services. With the increasing popularity of live streaming, many online users have started to spend a lot of time and money on these platforms, but it is not uncommon for consumers to get inappropriate goods through purchasing live streaming (Li and Kang, 2020). Based on the results of the Databoks survey, 2022 shows that 83.7% of Indonesians have watched live streaming on social commerce. Based on several existing platforms, live streaming on Shopee is the most widely used platform with a total of 83.4% surpassing live platforms, as shown in Figure 1.

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**Figure 1.** Ranking of the Most Used Live Streaming Platforms

Shopee is one of the largest e-commerce platforms in the quarter of 2023 in Indonesia. During the January-March 2023 period, Shopee achieved an average of 158 million visits per month and far exceeded its competitors (Datadoks, 2023). The widespread spread of digital technology and the internet has created many options for interacting and communicating with others (Mohlmann et al., 2018). One of them is Live streaming, while live streaming indicators are perceived quality, product credibility and discounts (Netrawati et al., 2020).

Live streamingraises consumer interest in making decisions because consumers feel the desire to buy products that are shown continuously (Wijaya & Wardani, 2019). In this case, consumers spontaneously focus their attention on the product being displayed in the hope that it meets the consumer's wishes (Fikri, 2018). Consumers feel the benefits of live streaming, because when live streaming is running, promotions appear, ranging from free fees, discounts and many other benefits. With the benefits felt by customers, it will lead to consumer behavior to make purchase intentions because consumers believe that there is no application that provides good and attractive offers among other applications (Fawahan & Marianingsih, 2022).

Trustor trust is no less important in encouraging someone to make impulse purchases. Trust is defined as the belief that other people maintain expected commitments (Favian et al., 2022). Trust is one party's confidence in another party to carry out sales transactions for a product. Trust is a strategy that can reduce complexity. There are difficulties with gain the trust of potential consumers because it is not easy to build trust through the virtual realm, so the role of a live streamer is needed who is able to carry out quality live streaming to create a sense of consumer trust in a product that is being broadcast, thereby encouraging potential consumers to impulse buy. A person's trust in a product can be a measure of a company's success because it is not easy to build consumer trust in online shopping methods (Wongkitrungruen & Assarut, 2020). If companies can strengthen trust and commitment to communities in the virtual and non-virtual realm, then the success and survival of the community will last for a long period of time. Trust is a core and important part of creating relationships between companies and

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consumers. The trust indicators are belief, ease, quality of information and service quality (Hardiawan, 2013). Previous research stated that trust has a positive effect on impulse buying (Ratnawani, 2023).

The choice of research location is one of the researchers' considerations. Researchers took 5 sub-districts in Medan City as research locations. Medan City is the capital of North Sumatra province which consists of 21 sub-districts. Medan city is the third largest city in Indonesia after DKI Jakarta and Surabaya. Medan City will become a very important trade, industrial and business city in Indonesia in 2022. Medan City has a population of 2,460,858 people (BPS, 2022). Medan city is the right location to research. This is reinforced by a pre-survey that the author conducted with 60 respondents. The results showed that 49 (81.67%) respondents answered that they had never used Shopee live streaming and 11 (18.33%) respondents answered that they had never used Shopee live streaming. There were 49 respondents who answered that they had used Shopee live streaming. Researchers conducted a follow-up pre-survey to look at phenomena regarding live streaming variables, trust variables, and impulse buying variables.

## Literature Review
### Live Streaming

Live streamingis an interactive and interesting media that focuses on its users by offering real-time interaction between sellers and buyers (Siregar & Purnama, 2022). Live streaming is a technology that displays videos directly to many people (viewers) via the internet network (Setyawan et al., 2018). Live streaming is one way to promote products, because it is considered effective in communicating audio and visual (Faradiba, 2021).

The purpose of live streaming is to eliminate the complexity of communicating between sellers and buyers. Live streaming is one of the superior features used to offer products in e-commerce. Live streaming can increase sales because users can make purchases without having to leave the streaming page. Live streaming carried out by sellers is able to attract potential buyers. Consumers can feel the desire to buy products that are broadcast during live streaming and continue to watch the products that are being broadcast. In this case, potential consumers spontaneously focus their attention on the product being sold, potential consumers spend quite a lot of time watching the seller market the product being sold will be sold and consumers can interact via the chat column if the product displayed matches what potential consumers want.

### Live Streaming Indicators

According to Netrawati et al (2021) there are three indicators to measure live streaming, among others
1. Perception of product quality
   Perception of product quality is important because it is one of the competitive advantage factors. If the perception of product quality can meet consumer needs and expectations, it will encourage the decision to buy a product.
2. Host credibility

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The quality of the streamer who delivers live streaming is able to encourage potential consumers to make purchases and can increase potential consumers' trust in a company.

3. Discount

Discounts are one of the factors that encourage potential consumers to make purchases, because discounts are an attraction for consumers carry out transactions on products.

## Trust

Trust is a consumer's hope for a service provider whose services provided can be relied upon or trusted to keep promises in accordance with those previously offered (Siagian & Cahyono, 2014). Trust is also defined as the belief that other people maintain the expected commitment (Flavian et al., 2022). Trust is trust in users which is very much needed because it can influence the level of user loyalty so that it has a positive impact on what is felt (Colquitt, 2018).

Trust is an individual's thoughts in collaborating with certain parties, so that a good cooperative relationship is formed. It is important for consumers to have knowledge related to trust in a product regarding an attribute of a product that is known to consumers. Without consumer trust in online purchases, online business owners cannot develop their business and perhaps there will be no consumers who want to buy products from that business.

Trust built with parties who do not know each other well in interactions and transactions. Trust is the foundation of business. Trust cannot simply be acknowledged by other parties, but must be built from the start of the business and can be proven. According to Robin (2002) there are five dimensions of trust which are key in the concept of trust and can be used as trust parameters, among others

1. *Integrity*, is the belief that the other party will be honest and act truthfully.
2. *Competence*, is interpersonal knowledge and skills.
3. *Consistency*, is reliability, predictability and correct decisions for individuals who face certain situations.
4. *Loyalty*, is the ability to protect consumer identity.

According to Hardiawan (2013) there are four indicators of trust, among others

1. *Belief* that is, a person's belief in something that can influence a person's behavior.
2. *Ease* namely, a person's confidence in using a system easily or providing convenience.
3. *Quality of information* that is, the quality of the information one obtains can influence one's actions.
4. *Service quality* namely, business efforts to provide quality service so that customers feel satisfied.

So, based on the relationship between the variables above, the following conceptual framework can be obtain
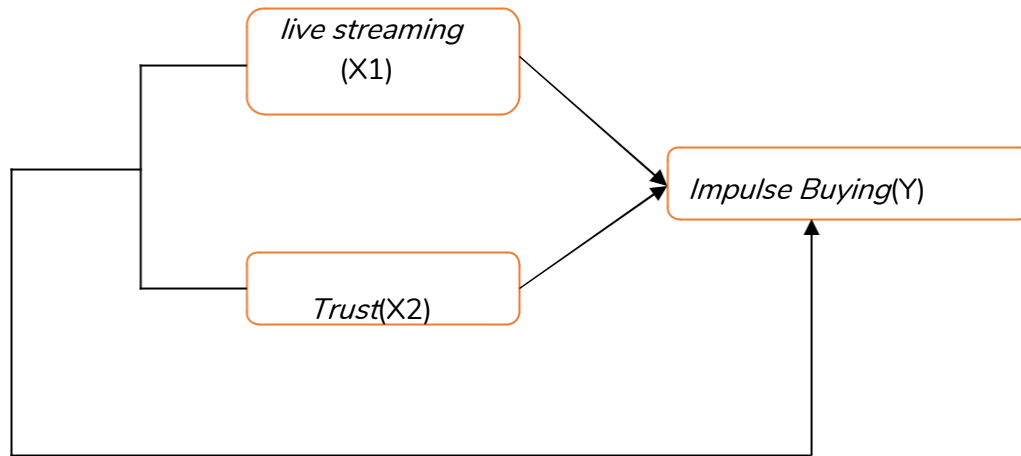
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**Figure 2.** Conceptual Framework

## METHOD

This research uses quantitative and associative methods which aim to show the independent and dependent variables partially. Quantitative methods are a way to find solutions to all problems posed (Subagyo, 2015). Quantitative research is a type of research that produces discoveries that can be obtained using statistical procedures (Sujarweni, 2014). The quantitative method in this research aims to prove that there is a significant influence of Live Streaming and Trust on Impulse Buying.

The location of this research will be carried out in Medan City. The city of Medan is very large and consists of 21 sub-districts, so the author took 5 sub-districts as representatives of Medan City with the highest population. The 5 sub-districts include Medan Deli District, Medan Marelan District, Medan Denai District, Medan Helvetia District and Medan Johor District. The planned research time will be carried out from December 2023 until completion. The following is the research time that the author plans.

**Table 1.** Research Time

| No | Activity | Sept | Oct | Nov | Dec | Jan | Feb | Mar |
|----|----------|------|-----|-----|-----|-----|-----|-----|
| | | | | 2023 | | 2024 | | |
| 1 | Making Proposals | | | | | | | |
| 2 | Proposal Seminar | | | | | | | |
| 3 | Data collection | | | | | | | |
| 4 | Data analysis | | | | | | | |
| 5 | Results Seminar | | | | | | | |
| 6 | Green Table Session | | | | | | | |

Population is a generalization area consisting of objects or subjects that have qualities and characteristics that are used by researchers to study and draw conclusions (Sugiyono, 2013). The population in Medan City is spread across 21 sub-districts, so this research took 5 sub-districts which represent Medan City with the largest population.

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Like previous research conducted by Mustofa (2019) which took 5 sub-districts as representative samples which were considered capable of representing the population. The 5 sub-districts that are representatives include Medan Deli District with a population of 190,822 people, Medan Marelan District with a population of 186,391 people, Medan Denai District with a population of 171,908 people, Medan Helvetia District with a population of 166,332 people and Medan Johor District with a population of 154,096 people with a total of 869,609 residents (BPS, 2022).

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2013). The sample can be said to be part of the population selected as observations for research which is considered to represent the population as a whole. Correct research is research that uses the right methods and chooses an appropriate sample size so that the research results can be relied upon on the actual population.

In this research, the sampling technique used was non-probability sampling. Non-probability sampling is a sampling technique that does not provide an equal chance for each element or member of the population to be selected as a sample (Sugiyono, 2013). The operational definition of a research variable is an attribute or trait or value through an object or activity that has certain variations that have been determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2015). Definitions of research variables must be formulated to avoid errors in data collection. The following operational definitions of variables are presented in the data table below:

**Table 2.** Variable Operationalization

| No | Variable | Variable Operationalization | Indicator |
|---|---|---|---|
| 1. | *live streaming*(X1) | *Live streaming*is wrong one way to promote the product because it is considered effective can communicate audio and visual (Faradiba, 2018). | 1. Perception of quality<br>2. Product credibility<br>3. Discount<br><br>(Netrawati et al, 2021). |
| 2. | *Trust*(X2) | *Trust*is the belief that others can maintain committed trust that has been made given (Flavian et al., 2022). | 1. *Belief*<br>2. *Ease*<br>3. *Quality of information*<br>4. *Service quality* (Hardiawan, 2013). |
| 3. | *Impulse Buying*(Y) | *Impulse buying*is an emotional decision or an urge that arises suddenly (Sehiffman & Kanuk, 2016). | 1. Spontaneous purchase<br>2. Mindless purchase consequence<br>3. Rush purchase<br>4. Purchases are influenced attractive offer (Pontoh et al., 2017). |

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The scale used in this research is the Likert Scale. This scale is used to measure the level of agreement or disagreement with a question or statement. The Likert scale is also effective in measuring a person's opinions, attitudes and perceptions of social phenomena (Sugiyono, 2013). This scale has become popular among researchers because it is simple and easy to apply (Ghozali, 2018). By using a Likert scale, researchers can decompose variables into variable indicators and each indicator can be used as a basis for developing several research questions. The Likert scale uses five ranking rating numbers, namely with alternative research numbers as follows

Table 3. Variable Measurement Scale

| NO | Answer | Score |
|---|---|---|
| 1 | Strongly Disagree | 1 |
| 2 | Don't agree | 2 |
| 3 | Neutral | 3 |
| 4 | Agree | 4 |
| 5 | Strongly agree | 5 |

Data collection was carried out to obtain the information needed to achieve the objectives of this research. In this research, the data collection method used is a survey method which is obtained directly in the form of opinions from Shopee application users in Medan City by answering all the questions in the questionnaire. The data sources used in this research are:

1. Observation
   The data collection technique is carried out by direct observation of the research object which is the data source.
2. Questionnaire
   A questionnaire is a data collection technique carried out by providing questions or written statements which are used to obtain information from respondents in the sense of reports regarding matters known to the respondent. Questionnaires in research can be in the form of closed or open questions or statements (Sugiyono, 2013).

## RESULTS AND DISCUSSION

### Respondent Characteristics

Respondent characteristics are presented to determine the condition or background of respondents as a sample. The characteristics of respondents are described based on gender, age, occupation and users of the Shopee application and who have shopped via Shopee live streaming. The respondents in this research were 100 community representatives in Medan City, divided into 5 sub-districts, including Medan Deli District, Medan Marelan District, Medan Denai District, Medan Helvetia District and Medan Johor District.

Shopee consumers are male and female, so in this sampling, male and female samples were selected so that respondents could be measured appropriately and could

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represent the population. The following data regarding the number of respondents based on gender can be seen in Table 4.

Table 4. Characteristics of Respondents Based on Gender

| No. | Gender | Number of Respondents | Percentage % |
|---|---|---|---|
| 1. | Man | 45 | 45 % |
| 2. | Woman | 55 | 55 % |
| | Total | 100 | 100% |

Based on Table 4, it can be seen that the number of male respondents was 45 respondents with a percentage of 45% and the number of female respondents was 55 respondents with a percentage of 55%. This shows that the people of Medan City are diverse The dominant female gender uses and shops more through the Shopee application.

## Characteristics of Respondents Based on Age

Age can measure a person's level of thinking from teenagers to old people, so this allows respondents to vary in terms of age. Shopee's target consumers are all ages. Therefore, the ages of the respondents studied in this study can be seen in Table 5.

Table 5.  Characteristics of Respondents Based on Age

| No. | Age | Number of Respondents | Percentage % |
|---|---|---|---|
| 1. | 15-19 years old | 7 | 7 % |
| 2. | 20-26 years old | 90 | 90 % |
| 3. | 27-35 years old | 1 | 1.1 % |
| 4. | >35 years | 2 | 2.2 % |
| | Total | 100 | 100% |

Based on Table 5, it can be seen that the number of respondents aged 15-19 years was 7 respondents with a percentage of 7%, the number of respondents aged 20-26 years was 90 respondents with a percentage of 90%, the number of respondents aged 27-35 years was 1 respondent with a percentage of 1, 1% and the number of respondents aged >35 years was 2 respondents with a percentage of 2.2%. This shows that the majority of respondents are aged 20-26 years with a total of 90 respondents and predominantly use and shop via Shopee.

## Characteristics of Respondents Based on Occupation

One's job is one's source of income. Income is the cost a person earns to meet their needs or needs his wish. The income referred to in this research is the income that respondents get either from work or gifts from their parents. Respondent characteristics based on work can be seen in Table 6.

Table 6. Characteristics of Respondents Based on Occupation

| No. | Work | Number of Respondents | Percentage % |
|---|---|---|---|
| 1. | Student/Students | 88 | 88 % |
| 2. | Government employees | 3 | 3 % |
| 3. | Private employees | 2 | 2 % |

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| No. | Work | Number of Respondents | Percentage % |
|---|---|---|---|
| 4. | Businessman | 2 | 2 % |
| 5. | Other | 5 | 5 % |
|  | Total | 100 | 100% |

Based on Table 6, it can be seen that the number of respondents from students was 88 respondents with a percentage of 86.7%, the number of respondents from civil servants was 3 respondents with a percentage of 3%, the number of respondents from private employees was 2 respondents with a percentage of 2%, the number There were 2 respondents from Entrepreneurship with a percentage of 2 and the number of respondents from Others was 5 respondents with a percentage of 5%. This shows that the people of Medan City who work as students predominantly use and shop through Shopee.

**Characteristics of Respondents Based on Representing Districts Medan city**

Medan City consists of 21 sub-districts, so this research took 5 sub-districts as representatives of Medan City based on the highest population. The characteristics of respondents based on sub-district as representatives of Medan City can be seen in Table 7.

**Table 7.** Characteristics of Respondents Based on District

| No. | Subdistrict | Number of Respondents | Percentage % |
|---|---|---|---|
| 1. | Medan Deli | 22 | 22 % |
| 2. | Medan Marelan | 21 | 21 % |
| 3. | Denai Field | 20 | 20 % |
| 4. | Helvetia Field | 19 | 19 % |
| 5. | Medan Johor | 18 | 18 % |
|  | Total | 100 | 100% |

Based on Table 7 it can be seen that 22 respondents with a percentage of 22% came from Medan Deli District, 21 respondents with a percentage of 21% came from Medan Marelan District, 20 respondents with a percentage of 20% came from Medan Denai District, 19 respondents came from Medan Helvetia subdistrict with a percentage of 19%, 18 respondents with a percentage of 18% came from Medan Johor subdistrict.

**Descriptive Statistical Analysis**

Descriptive statistical analysis of respondents' answers regarding the Live Streaming variable (X1) is based on respondents' answers to the questions contained in the questionnaire distributed to respondents. Following are the respondents' answers which can be seen in Table 8.

**Table 8.** Respondents' Answers to the Live Streaming Variable (X1)

| Question No | | Respondent's Answer | | | | | Mean | Category |
|---|---|---|---|---|---|---|---|---|
| | | STS (%) | T.SK.S (%) | S (%) | S (%) | SS (%) | | |
| 1. | Product quality can be marketed pushed me to do | 1 | 1 | 10 | 47 | 41 | 4.26 | Very |

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| Question No | Respondent's Answer | | | | | |
|---|---|---|---|---|---|---|
| | STS (%) | T.SK.S (%) | S (%) | SS (%) | Mean (%) | Category |
| purchasen via live streaming shopee | | | | | | Agree |
| 2. can be marketed pushed me to do purchase via *live streaming* Shopee. make a purchase via live streaming on Shopee. | | | 53 | 35 | 4.19 | Agree |
| 3. I am interested in shop via *live streaming* in Shopee because dikson available like free shipping or discounts product | - | 3 | 6 | 35 | 56  4.44 | Very Agree |

Based on Table 8, it can be seen that the respondent's answer to the first statement is The quality of the product being marketed can encourage me to make a purchase via Shopee Live Streaming, 41 respondents (41%) answered strongly and agreed.as much47 respondents (47%), who answered that they disagreed were 10 respondents (10%), who answered disagree was 1 respondent (1%) and who answered strongly disagree was 1 respondent (1%). The average value for the first statement is 4.26 and is in the valid category. This shows that the average respondent agrees that The quality of the products being marketed can encourage purchases via Shopee Live Streaming.

The respondent's answer to the second statement is The quality of the host in conveying information about products via Live Streaming can encourage me to make purchases via live streaming on Shopee, There were 35 respondents (35%) who answered strongly agree53 respondents (53%), who answered disagreed as many as 8 respondents (8%), who answered disagree were 4 respondents (4%) and there were no respondents who answered strongly disagree. The average value for the second statement is 4.19 and is in the valid category. This shows that on average respondents agree that the quality of the host in conveying information about products via Live Streaming can encourage purchases via live streaming on Shopee.

The respondent's answer to the second statement is The quality of the host in conveying information about products via Live Streaming can encourage me to make purchases via live streaming on Shopee, There were 35 respondents (35%) who answered strongly agree53 respondents (53%), who answered disagreed as many as 8 respondents (8%), who answered disagree were 4 respondents (4%) and there were no respondents who answered strongly disagree. The average value for the second statement is 4.19 and is in the valid category. This shows that on average respondents agree that the quality of the host in conveying information about products via Live Streaming can encourage purchases via live streaming on Shopee.

Respondents' answers to the third statement, namely I am interested in shopping via Live Streaming on Shopee because there are discounts available such as free shipping or product discounts, There were 56 respondents (56%) who answered strongly agree35 respondents (35%), those who answered disagree were 6 respondents (6%), those who answered disagree were 3 respondents (3%) and there were no respondents who

answered strongly disagree. The average value for the third statement is 4.4 and is in the valid category. This shows that on average respondents agree that there is interest in shopping via Live Streaming on Shopee because there are discounts available such as free shipping or product discounts.

## Classic Assumption Test

The Normality Test aims to test whether in the regression model, the variables are normally distributed or not (Ghozali, 20018). In this study, the normality test looked at 3 stages, namely the histogram graph, p-plot test and Kolmogorov Smirnov test.
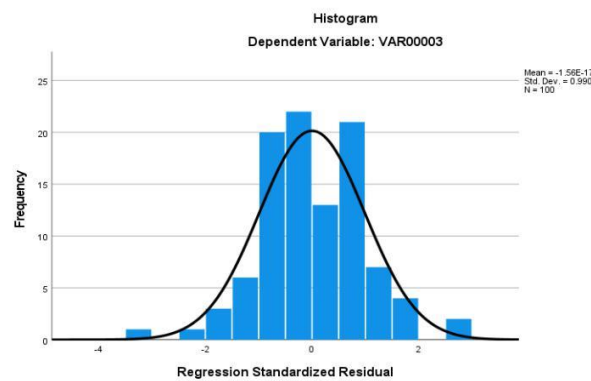
a.Graphic Analysis



**Figure 3.** Histogram graphic results

Based on Figure 3, it can be seen from the results of the histogram graph that it is right in the middle like a bell shape and does not deviate to the right or left so that the data can be concluded to be normally distributed.
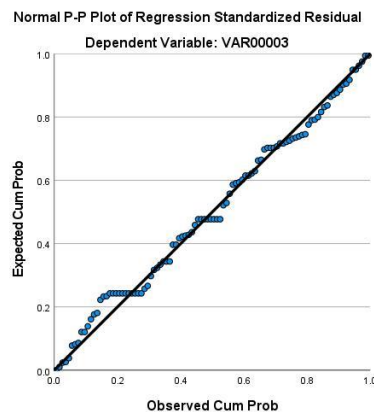


**Figure 4.** P-Plot Normality Test Graph

Based on Figure 4. it can be seen that the points spread around the diagonal and follow the direction of the diagonal line. This shows that the data is normally distributed.

## Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has unequal variances from the residuals of one observation to another or not (Ghozali, 2018). To detect whether heteroscedasticity is occurring or not is by looking at the scatterplot

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graph. If the points on the graph spread above and below the number 0 on the Y axis, then the data is declared to have no heteroscedasticity.
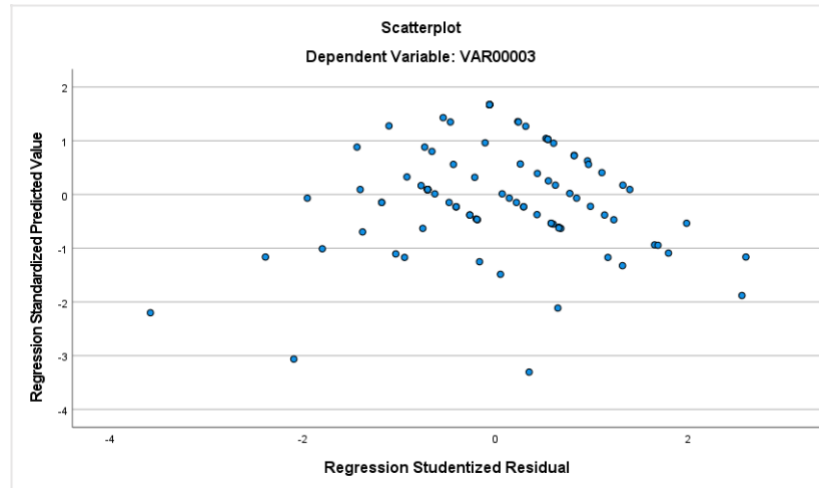


**Figure 5.**  Heteroscedasticity Test

Based on Figure 5, it can be seen that from the results of the heteroscedasticity test, the points on the scatterplot graph are spread randomly and do not form a clear pattern. So, it can be concluded that heteroscedasticity does not occur.

### The Effect of Live Streaming on Impulse Buying

Based on research conducted by the author, from the t test the t value is obtainedcount> ttable(6.896 > 1.984) The conclusion is that the live streaming variable has a positive and significant effect on impulse buying among Shopee application users in Medan City. This can be proven from the F test value with the F valuecount> Ftablenamely (41.534 > 3.09) which is positive and significant so that H1 can be proven true. The results of this research are in line with research conducted by Annisa & Vidya, (2022) with the title The Effect of Scarcity Messages and Live Streaming on Impulsive Buying Behavior (Empirical Study of Shopee Marketplace Customer Students in Semarang City) which shows that the Live Streaming variable has a significant effect on impulse. buying from Shopee application users. The results of this research are also in line with research conducted by Siwa, (2023) with the title The Effect Of Live Streaming, Celebrity Endorsement, And Flash Sale on The Impulse Buying Of Tiktok Shop Consumers which states that the research results show that Live streaming with other variables has a positive effect against impulse buying. So it can be concluded that live streaming is one way to cause behavior impulse buying.

## CONCLUSIONS

Based on the results and discussion of research regarding live streaming and trust in impulse buying among Shopee application users in Medan City, it can be concluded as follows: Based on the research results, the live streaming variable has a positive and

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significant effect on impulse buying among Shopee application users in Medan City so that the first hypothesis is accepted. Based on the research results, the trust variable has a positive and significant effect on impulse buying among Shopee application users in Medan City so that the second hypothesis is accepted. Based on the research results, the variables live streaming, trust simultaneously have a positive and significant effect on impulse buying among Shopee application users in Medan City so that the third hypothesis is accepted.for several indicators of each variable. As in the live streaming variable for the first statement (average value 4.26 in the strongly agree category), second statement (average value 4.19 in the agree category), third statement (average value 4.44 in the strongly agree category). agree). Next to the trust variable for the first statement (average value 3.90 in the agree category), second statement (average value 4.04 in the agree category), third statement (average value 4.12 in the agree category), fourth statement (average value 4.08 with the agree category). Furthermore, for the impulse buying variable, for the first statement (average value 3.66 with the agree category), second statement (average value 3.30 with the disagree category), third statement (average value 3.34 with the category less agree) and in the fourth statement (average value 4.19 with the agree category). This can be overcome by clearly displaying and increasing product benefits and quality as well as providing lots of promotions on live streaming to increase consumer purchases, both planned and impulsive purchases.

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