

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh *live streaming* dan *price discount* terhadap minat beli produk Madame Gie Pada Generasi Z pengguna *e-commerce* Shopee di Kota Jambi. Pendekatan Penelitian ini menggunakan pendekatan kuantitatif dengan Teknik pengambilan sampel menggunakan Teknik purposive sampling dengan sampel sebanyak 96 responden. Data primer diperoleh melalui penyebaran kuisisioner melalui g.form. data dianalisis menggunakan Teknik analisis regresi linear berganda, dengan bantuan aplikasi SPSS 26.0. hasil analisis menunjukkan bahwa *live streaming* dan *price discount* berpengaruh signifikan terhadap minat beli produk Madame Gie Pada Generasi Z pengguna *e-commerce* Shopee di Kota Jambi.

Kata kunci: *Live streaming*, *Price discount*, Minat Beli, Generasi Z, Madame Gie.

ABSTRACT

This study aims to explain the effect of live streaming and price discounts on the interest in buying Madame Gie products on Generation Z Shopee e-commerce users in Jambi City. This research approach uses a quantitative approach with a sampling technique using a purposive sampling technique with a sample of 96 respondents. Primary data was obtained through the distribution of questionnaires via g.form. data was analyzed using multiple linear regression analysis techniques, with the help of the SPSS 26.0 application. the results of the analysis show that live streaming and price discounts have a significant effect on the interest in buying Madame Gie products on Generation Z Shopee e-commerce users in Jambi City.

Keywords: *Live streaming, Price discount, Purchase intention, Generation Z, Madame Gie.*