

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran mediasi persepsi kualitas pada penggunaan fitur *live streaming* dan kesadaran merek dalam memengaruhi minat beli produk Barenbliss. Sampel pada penelitian ini adalah sebanyak 186 responden dengan teknik pengambilan sampel menggunakan *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) diolah dengan *software* SmartPLS 3.0 menunjukkan bahwa : (1) *Live streaming* berpengaruh positif terhadap persepsi kualitas; (2) Kesadaran merek berpengaruh positif terhadap persepsi kualitas; (3) Persepsi kualitas berpengaruh positif terhadap minat beli; (4) *Live streaming* berpengaruh positif terhadap niat beli; (5) Kesadaran merek berpengaruh positif terhadap minat beli; (6) Persepsi kualitas memediasi hubungan antara *live streaming* dan minat beli; dan (7) Persepsi kualitas memediasi hubungan antara kesadaran merek dan minat beli.

Kata Kunci: *Live Streaming*, Kesadaran Merek, Persepsi Kualitas, Minat Beli

ABSTRACT

This study aims to determine the mediating role of perceived quality on using the live streaming feature and brand awareness in influencing the purchase intention of Barenbliss products. The sample in this study was 186 respondents with a sampling technique using purposive sampling. Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with SmartPLS 3.0 software shows that: (1) Live Streaming has a positive effect on Perceived Quality; (2) Brand Awareness has a positive effect on Perceived Quality; (3) Perceived Quality has a positive effect on Purchase Intention (4) Live Streaming has a positive effect on Purchase Intention (5) Brand Awareness has a positive effect on Purchase Intention (6) Perceived Quality can mediate Live Streaming and Purchase Intention (7) Perceived Quality can mediate Brand Awareness and Purchase Intention.

Keywords : *Live Streaming, Brand Awareness, Perceived Quality, Puchase Intention*