

## **ABSTRAK**

Perkembangan teknologi digital telah mengubah strategi pemasaran, khususnya di platform e-commerce seperti Shopee. Affiliate Program dan Live Streaming menjadi fitur utama yang digunakan untuk meningkatkan keputusan pembelian produk fashion. Penelitian ini bertujuan untuk menganalisis pengaruh kedua strategi pemasaran digital tersebut terhadap keputusan pembelian mahasiswa Universitas Dharma Andalas. Menggunakan metode kuantitatif dengan pendekatan survei, data dikumpulkan melalui kuesioner yang disebarakan kepada 110 responden dan dianalisis dengan regresi linear berganda. Hasil penelitian menunjukkan bahwa 1) affiliate program berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk fashion di Shopee, 2) live streaming berpengaruh positif dan signifikan terhadap keputusan pembelian produk fashion di Shopee, 3) Affiliate Program dan Live Streaming secara signifikan berpengaruh positif terhadap keputusan pembelian. Implikasi dari penelitian ini memberikan wawasan bagi pelaku bisnis fashion di Shopee dalam mengoptimalkan strategi pemasaran digital. Penelitian selanjutnya disarankan untuk mempertimbangkan variabel lain seperti ulasan pelanggan dan pengalaman belanja online guna memperkaya pemahaman tentang perilaku konsumen di e-commerce.

**Kata kunci: Affiliate Program, Live Streaming, Keputusan Pembelian, Shopee, Pemasaran Digital.**

## **ABSTRACT**

The development of digital technology has changed marketing strategies, especially on e-commerce platforms such as Shopee. The Affiliate Program and Live Streaming are the main features used to increase purchasing decisions for fashion products. This research aims to analyze the influence of these two digital marketing strategies on the purchasing decisions of Dharma Andalas University students. Using quantitative methods with a survey approach, data was collected through questionnaires distributed to 110 respondents and analyzed using multiple linear regression. The research results show that 1) the affiliate program has a positive and significant effect on purchasing decisions for fashion products at Shopee, 2) live streaming has a positive and significant effect on purchasing decisions for fashion products at Shopee, 3) the Affiliate Program and Live Streaming have a significantly positive effect on purchasing decisions. The implications of this research provide insight for fashion business players at Shopee in optimizing digital marketing strategies. Future research is recommended to consider other variables such as customer reviews and online shopping experience to enrich understanding of consumer behavior in e-commerce.

**Keywords: Affiliate Program, Live Streaming, Purchase Decision, Shopee, Digital Marketing.**