

## **ABSTRACT**

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*Title: Analysis of the Role of Shopping Value in Building Customer Engagement through Trust of Products and Sellers on the Users of ShopeeLive Feature*

*The development of technology and the internet caused intense competition in the retail trade industry. This encourages retail industry players to innovate. Shopee as one of the online retail trade service providers in Indonesia provides innovation through its live broadcast feature called ShopeeLive. The live broadcast feature addresses the problem of lost aspect from offline shopping experience as a result of online shopping. The purpose of this study is to determine the effect of shopping value on customer engagement through trust in products and sellers and to find out the shopping value that most influences consumers in Indonesia.*

*This research uses survey data collection method. In this study the data were analyzed with descriptive and SEM-PLS analysis methods. Respondents who fulfilled the requirements in this study were 109 respondents. They were selected based on the criteria of ever using the ShopeeLive feature. Based on the data analysis, the three shopping values (utilitarian value, hedonic value and symbolic value) have a positive influence on customer engagement without going through the variable of trust. Among the three shopping values, symbolic value is proven to have the greatest influence on customer engagement.*

*Keywords: shopping value, customer trust, customer engagement, live streaming, ShopeeLive*