

ABSTRACT

Live streaming is one of the entertainment activities that can improve the consumer shopping experience. Based on Statistics (2018), Indonesia currently has around 28.2 million online shoppers and is projected to experience an annual increase of 3-4% in the coming years. Competition in the world of online-based business in Indonesia is very much, such as e-commerce Shopee, Tokopedia, Bukalapak, and other e-commerce competing very tightly to be the best e-commerce. However, not much research has been done on live streaming, especially on Shopee e-commerce in Indonesia. Based on the stimulus-organism-response (SOR) framework, this study examines the effect of financial ties, social ties, and structural ties on consumer engagement through an affective commitment to Shopee Live e-commerce in Indonesia. The results of the study found that financial ties, social ties, and structural ties had direct and indirect effects on consumer engagement. This research provides insight for sellers through live streaming to increase consumer engagement with relational ties in shopping.

Keywords: *Financial Bonds, Social Bonds, Structural Bonds, Affective Commitment, Consumer Engagement, Shopee Live, SEM*