

# Analisis Pengaruh Live Streaming terhadap Purchase Intention Wanita di Jabodetabek pada Produk Kosmetik di Social Commerce TikTok = Analysis of The Influence of Live Streaming on Female Purchase Intention Towards Cosmetic Products in TikTok Social Commerce

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## Abstrak

Live streaming commerce di seluruh dunia terus berkembang pesat selama beberapa tahun terakhir, tak terkecuali di Indonesia. Live streaming merupakan model bisnis yang berkembang dari social commerce, di mana penjual di pasar online dapat berinteraksi secara langsung dengan konsumennya. Penelitian ini bertujuan untuk meneliti bagaimana live streaming dapat mempengaruhi niat beli konsumen terhadap produk kosmetik di pasar online. Berdasarkan signaling theory dan uncertainty literature, penelitian ini berfokus pada dua sinyal yang disampaikan oleh broadcaster (penyiar) live streaming kepada konsumen yaitu physical characteristic similarity melalui vicarious product trials dan value similarity melalui instant interaction yang mampu mengurangi product uncertainty dan meningkatkan trust bagi konsumen yang merasa memiliki kemiripan karakteristik fisik dan nilai-nilai dengan broadcaster (penyiar). Sampel yang digunakan dalam penelitian ini adalah wanita yang merupakan pengguna aktif media sosial TikTok, berusia 18-34 tahun, berdomisili di Jabodetabek, dan pernah menonton sesi live streaming official account brand kosmetik di TikTok dalam kurun waktu 3 hari terakhir. Terdapat sebanyak 243 responden kuesioner yang berhasil dikumpulkan yang selanjutnya data diolah dengan metode Partial Least Square - Structural Equation Modeling (SEM) dan menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa Perceived Physical Characteristic Similarity memiliki pengaruh negatif terhadap Perceived Product Fit Uncertainty dan Perceived Value Similarity memiliki pengaruh positif terhadap Perceived Trust. Selanjutnya, Perceived Trust memiliki pengaruh negatif terhadap Perceived Product Fit Uncertainty dan Perceived Product Quality Uncertainty. Kemudian, ditemukan bahwa Perceived Product Fit Uncertainty dan Perceived Product Quality Uncertainty masing-masing memiliki pengaruh negatif terhadap Purchase Intention serta Perceived Trust memiliki pengaruh positif terhadap Purchase Intention.

.....Live streaming commerce around the world has continued to grow rapidly over the last few years, and Indonesia is no exception. Live streaming is a new business model that evolved from social commerce, where it enables online sellers face and interact directly with its consumers. allows vendors to directly face and interact with consumers in online market. This study aims to examine how live streaming can affect female's purchase intention for cosmetic products in online market. On the basis of signaling theory and uncertainty literature, this study focuses on two signals that live streaming broadcasters convey to consumers, namely broadcasters' physical characteristics conveyed through vicarious product trials and value similarity via instant interaction which can reduce product uncertainty and increase trust for consumers with similar physical traits and values. The sample used in this study are women who are active users of TikTok, aged between 18-34 years, domiciled in Jabodetabek area, and have watched live streaming sessions of cosmetic brand official accounts on TikTok within the last 3 days. A total of 243 questionnaire respondents were collected, which were then processed using the Partial Least Square - Structural Equation Modeling (SEM) method and using the SmartPLS software. The results of this study indicate that Perceived

Physical Characteristic Similarity has a negative effect on Perceived Product Fit Uncertainty and Perceived Value Similarity has a positive influence on Perceived Trust. Furthermore, Perceived Trust has a negative influence on Perceived Product Fit Uncertainty and Perceived Product Quality Uncertainty. Then, it was found that Perceived Product Fit Uncertainty and Perceived Product Quality Uncertainty each had a negative effect on Purchase Intention and Perceived Trust had a positive influence on Purchase Intention.