

Pengaruh dari Dimensi-Dimensi Interpersonal Interaction terhadap Purchase Intention dengan Initial Trust sebagai Variabel Mediasi (Studi pada Penonton Live Streaming Tiktok Shop Brand Skintific) = The Effect of Interpersonal Interaction Dimensions on Purchase Intention with Initial Trust as a Mediating Variable (Study on Viewers of Skintific's Tiktok Shop Live Streaming)

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Abstrak

Meningkatnya kesadaran terhadap penggunaan produk perawatan kulit di masyarakat membuat banyak brand perawatan kulit yang muncul dan membuat semakin meningkatnya persaingan di industri kecantikan. Pemanfaatan saluran yang dapat membantu meningkatkan penjualan pun dilakukan oleh brand perawatan kulit salah satunya pada platform live stream shopping. Dalam meningkatkan penjualan dan menumbuhkan ketertarikan konsumen selama live stream shopping berlangsung, interaksi yang terjadi dapat menumbuhkan interpersonal relationship yang dapat mengarah pada tumbuhnya minat beli di antara pelanggan. Oleh karena itu, penelitian ini dilakukan untuk menganalisis pengaruh dimensi-dimensi interpersonal interaction terhadap purchase intention melalui initial trust sebagai variabel mediasi pada penonton live streaming Tiktok Shop Skintific. Penelitian ini merupakan penelitian kuantitatif dengan teknik pengumpulan data melalui survei berbentuk kuesioner Google Form yang disebarakan pada media sosial. Data yang terkumpul sebanyak 110 responden yang kemudian diolah dengan menggunakan IBM SPSS dan SmartPLS 4.0. Metode analisis yang digunakan adalah analisis statistik deskriptif dan analisis statistik inferensial dengan metode Partial-Least Square Structural Equation Modelling (PLS-SEM). Hasilnya menunjukkan bahwa dimensi perceived expertise, perceived similarity, dan perceived likeability memiliki pengaruh positif dan signifikan terhadap initial trust. Initial trust memiliki peran mediasi pada perceived expertise, perceived similarity, dan perceived likeability terhadap purchase intention tetapi tidak memiliki peran yang signifikan terhadap perceived familiarity

.....The increasing awareness of skincare usage in society has led to the emergence of numerous skincare brands, intensifying competition in the beauty industry. Skincare brands are also utilizing various channels, such as the live stream shopping platform, to enhance sales. By engaging in live stream shopping, brands aim to boost sales and capture consumer interest. The interactions taking place during these live streams can foster interpersonal relationships, thereby stimulating customers' purchasing inclination. Hence, this study aims to analyze the impact of interpersonal interaction dimensions on purchase intention, with initial trust serving as the mediating variable, among the audience of the TikTok Shop Skintific live streaming platform. This research adopts a quantitative approach, employing a survey method facilitated through a Google Form questionnaire distributed on social media. The survey collected responses from 110 participants, and the data were subsequently analyzed using IBM SPSS and SmartPLS 4.0. The analytical techniques employed encompass descriptive statistical analysis and inferential statistical analysis, specifically utilizing the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The findings reveal that perceived expertise, perceived similarity, and perceived likeability significantly and positively influence initial trust. Initial trust plays a mediating role in the relationship between perceived expertise, perceived similarity, and

perceived likeability toward purchase intention, while it does not significantly mediate perceived familiarity.