

# Analysis of Factors Influencing Social Commerce Livestream Shopping Impulsive Buying Intention of Local Indonesian Cosmetic Products: A SOR Perspective = Analisis Faktor-faktor yang Mempengaruhi Niat Beli Impulsif dalam Belanja Melalui Livestream untuk Produk Kosmetik Lokal Indonesia: Perspektif SOR

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## Abstrak

Media sosial telah berkembang menjadi platform yang tidak hanya digunakan untuk berkomunikasi, tetapi juga untuk melakukan transaksi jual-beli secara langsung, termasuk dalam konsep social commerce livestream shopping, yang memungkinkan pembelian dan penjualan dilakukan secara live, seperti yang terjadi dalam tren livestream shopping kosmetik yang didorong oleh kesadaran konsumen akan perawatan diri, dengan penelitian ini mengungkap fenomena perilaku pembelian impulsif dan menganalisis faktor-faktor yang memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi intensi pembelian terhadap produk kosmetik lokal Indonesia secara impulsif di livestreaming shopping pada platform social commerce (Instagram Livestream Shopping dan TikTok Livestream Shopping) berdasarkan teori Stimulus-Organism-Response (SOR). Sampel yang diteliti adalah pengguna livestream shopping di platform social commerce (Instagram Livestream Shopping dan TikTok Livestream Shopping), yang pernah menonton livestream shopping produk kosmetik lokal dari Indonesia, berdomisili di Indonesia, dan berusia 18-34 tahun. Kuesioner penelitian disebarakan secara online. Jumlah responden yang berhasil dikumpulkan pada penelitian ini adalah 336 responden. Data yang sudah berhasil dikumpulkan diolah menggunakan metode Structural Equation Modeling (SEM) menggunakan software SmartPLS 3. Hasil penelitian ini menunjukkan bahwa variabel faktor environmental stimulus yaitu Convenience, Interactivity, dan Playfulness memiliki pengaruh positif terhadap Perceived Enjoyment, Perceived Enjoyment secara langsung mendorong niat konsumen untuk melakukan pembelian impulsif. Pengaruh terbesar ada pada variabel Playfulness yang berpengaruh positif terhadap Perceived Enjoyment, sedangkan Demand terbukti berpengaruh negatif terhadap Perceived Enjoyment. Perceived Enjoyment memediasi secara positif hubungan antara variabel faktor environmental stimulus Convenience, Interactivity, dan Playfulness, sementara faktor environmental stimulus yaitu Demand memediasi secara negatif. Temuan dari penelitian ini dapat menjadi referensi berharga untuk pertumbuhan dan kemajuan perdagangan melalui siaran langsung (livestream), terutama di industri produk kosmetik lokal Indonesia.

.....The rise of social media as a platform for commerce has given birth to the concept of social commerce livestream shopping, where buying and selling take place in real-time. This study focuses on the growing trend of livestream shopping for cosmetic products, driven by consumers' increased awareness of self-care. It explores the phenomenon of impulsive buying behavior among consumers and examines the factors influencing their purchasing decisions. This research aims to investigate the factors that influence impulsive purchases of local Indonesian cosmetic products through livestream shopping on social commerce platforms (Instagram Livestream Shopping and TikTok Livestream Shopping) based on the Stimulus-Organism-Response (SOR) theory. The sample consists of users of livestream shopping on social commerce platforms (Instagram Livestream Shopping and TikTok Livestream Shopping) who have watched livestream shopping

of local cosmetic products from Indonesia, reside in Indonesia, and are aged between 18 to 34 years old. The questionnaire is distributed online. The total number of respondents collected in this study was 336. The collected data was analyzed using Structural Equation Modeling (SEM) method using SmartPLS 3 software. The results of this study indicate that the environmental stimulus factors, namely Convenience, Interactivity, and Playfulness, have a positive influence on Perceived Enjoyment. Perceived Enjoyment, in turn, directly influences consumers intention to make impulsive purchases. Playfulness has the strongest influence among the variables. On the other hand, Demand is proven to have negative influence on Perceived Enjoyment. Perceived Enjoyment mediates the positive relationship between the environmental stimulus factors, Convenience, Interactivity, and Playfulness. Meanwhile, the environmental stimulus factor, Demand, mediates negatively. The findings of this study can serve as a valuable reference for the growth and advancement of livestream shopping, particularly in the local Indonesian cosmetic products industry.