

# Faktor yang Mempengaruhi Continuous Watching Intention dalam Live Streaming Commerce (Studi pada : Shopee) = Factor Influencing Continuous Watching Intention Viewer in Live Streaming (Studi on : Shopee)

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## Abstrak

Penelitian ini bertujuan untuk meneliti pengaruh dari interactivity, humor appeal dan sex appeal terhadap continuous watching intention penonton live streaming commerce platform Shopee. Penelitian ini menggunakan desain penelitian deskriptif dengan pengambilan data secara cross-sectional melalui penyebaran kuesioner kepada responden menggunakan Google Form. Target responden dalam penelitian ini adalah penonton live streaming commerce platform shopee dengan usia 16-34 tahun dan pernah menonton live streaming commerce platform shopee setidaknya 5 kali dalam tiga bulan terakhir. Jumlah responden yang didapatkan dalam penelitian ini adalah 200 responden. Data yang didapatkan kemudian diolah menggunakan metode Structural Equation Modeling (SEM) dengan bantuan software Smart PLS 2.0. Hasil penelitian ini menunjukkan bahwa interactivity, humor appeal dan sex appeal secara signifikan memiliki pengaruh positif terhadap continuous watching intention.

.....This study aims to examine the effect of interactivity, humor appeal and sex appeal towards continuous watching intention viewer live streaming commerce of Shopee platform. This study uses a descriptive research design with cross-sectional data collection through distributing questionnaires to respondents using Google Form. The target respondents in this study are the audience live streaming commerce of shopee platform with ages 16-34 and have watched live streaming commerce the shopee platform at least 5 times in the last three months. The number of respondents obtained in this study was 200 respondents. The data obtained is then processed using the method Structural Equation Modeling (SEM) with the help software Smart PLS 2.0. The results of this study indicate that interactivity, humor appeal and sex appeal significantly has a positive influence on continuous watching intention.