

# Antecedents Of Customer Engagement And Purchase Intention Of Food And Beverage Products On Live Streaming Commerce = Anteseden Keterlibatan Pelanggan Dan Niat Pembelian Produk Makanan Dan Minuman Di Live Streaming Commerce

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## Abstrak

Maraknya fenomena live streaming commerce telah menarik kehadirannya di Indonesia karena telah mengubah cara pemasaran dari tradisional menjadi digital. Di Indonesia, ekspansi live streaming tercermin dari pesatnya pertumbuhan jumlah penjual yang masuk ke pasar dan pertumbuhan transaksi jual beli melalui live selling. Meneliti keterlibatan pelanggan dan niat membeli pada live streaming penting bagi penjual untuk mempercepat upaya pemasaran yang selaras dengan perilaku customer. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi Customer Engagement dan Purchase Intention masyarakat Indonesia dalam berbelanja produk makanan dan minuman di TikTok live streaming dengan menerapkan teori Stimulus-Organism-Response (SOR). Pengambilan sampel dilakukan dengan menggunakan metode purposive sampling dan menggunakan survei online dan dibagikan kepada masyarakat Indonesia yang menggunakan TikTok, berusia antara 18-26 tahun dan pernah menonton produk makanan dan minuman secara live streaming minimal satu kali dalam tiga bulan terakhir. Terdapat 256 responden yang dikumpulkan dan dianalisis menggunakan metode Structural Equation Modeling (SEM) dan software PLS-SEM. Hasil penelitian ini menunjukkan bahwa variabel faktor stimulus (Real-Time Interaction, Perceived Proximity, dan Perceived Authenticity) berpengaruh positif terhadap faktor organism (Emotional Support) dan berhubungan dengan faktor response (Customer Engagement dan Purchase Intention). Selanjutnya, terdapat hubungan positif antara faktor stimulus Real-Time Interaction dan Perceived Authenticity ke Customer Engagement dan Purchase Intention yang dimediasi oleh Emotional Support. Nilai pengaruh terbesar terlihat pada Customer Engagement yang berpengaruh positif terhadap Purchase Intention, sedangkan Perceived Proximity terbukti berpengaruh negatif terhadap Informational Support.

.....The proliferation of the phenomenon of has embraced its presence in Indonesia because it has changed the way of marketing from traditional to digital. In Indonesia, the expansion of live streaming trading is reflected in the rapid growth in the number of sellers entering the market and growth in buying and selling transactions through live streaming. Scrutinizing customer engagement and purchase intention on live streaming commerce is important for sellers to accelerate marketing efforts aligned with audience or customer behavior. This study aims to determine the factors that influence Customer Engagement and Purchase Intention of the Indonesian people in shopping for food and beverage products on TikTok live streaming by implementing the Stimulus-Organism-Response (SOR) theory. Sampling was carried out using a purposive sampling method using an online survey and distributed to the Indonesian people as TikTok users who are between 18-26 years old and have watched live streaming of food and beverage products at least once in the last three months. 256 respondents were collected and then analyzed using the Structural Equation Modeling (SEM) method using PLS-SEM software. The results of this study indicate that the stimulus factor variables (Real-Time Interaction, Perceived Proximity, and Perceived Authenticity) have a positive effect on the organism factor (Emotional Support) which connects to the response factor (Customer

Engagement and Purchase Intention). Furthermore, there are only two positive relationships between stimulus factors (Real-Time Interaction and Perceived Authenticity) and Customer Engagement as well as Purchase Intention mediated by Emotional Support. The biggest influence path is seen on the Customer Engagement variable which has a positive effect on Purchase Intention, while Perceived Proximity has proven to have a negative impact on Informational Support.