

Testing Factors Influencing Impulsive Buying Intention In TikTok Livestream Shopping Among Gen Z In Indonesia: A Stimulus-Organism-Response (SOR) Perspective = Menguji Factor Yang Mempengaruhi Pembelian Impulsif Di TikTok Livestream Shopping Antar Gen Z Di Indonesia: Perspektif Stimulus-Organism-Response (SOR)

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Abstrak

Seiring teknologi dan internet yang terus tumbuh dan berkembang, hal itu mengubah cara pembeli dan penjual terlibat di pasar, salah satunya melalui inovasi social commerce livestream shopping. Tujuan dari penelitian ini adalah untuk menguji faktor-faktor yang mempengaruhi pembelian impulsif pada livestream shopping dengan menggunakan perspektif SOR. Sampel penelitian ini adalah pengguna Gen Z Indonesia yang pernah menonton livestream shopping melalui TikTok live shop untuk menguji 5 (lima) hipotesis. Pengumpulan data primer dilakukan melalui kuesioner yang disebarluaskan secara online melalui purposive sampling. Total responden yang dikumpulkan dalam penelitian ini adalah 259 dan data yang terkumpul kemudian dianalisis menggunakan Partial Least Squares - Structural Equation Modelling dengan menggunakan software SmartPLS 4. Penelitian ini menunjukkan bahwa faktor stimulus lingkungan yaitu Convenience dan Playfulness berpengaruh positif terhadap persepsi Perceived Enjoyment. Selanjutnya, Perceived Enjoyment sebagai mediator berpengaruh positif terhadap niat pembelian impulsif partisipan. Sedangkan, Demand dan Interactivity berpengaruh tidak signifikan terhadap Perceived Enjoyment. Perceived Enjoyment memediasi hubungan positif antara Convenience dan Playfulness, sedangkan Demand dan Interactivity > memediasi hubungan yang tidak signifikan. Temuan dari penelitian ini dapat digunakan sebagai sumber untuk perbaikan dan kemajuan belanja livestream di bidang terkait.

.....As technology and internet continues to grow and evolving, it transformed how buyer and seller are engaging in the marketplace, one of which is through the innovation of social commerce livestream shopping. The purpose of this research is to test the factors that influence impulsive buying in livestream shopping by using the SOR perspective. The sample of this research are Indonesian Gen Z users, who have watched livestream shopping through TikTok live shop to test 5 (five) hypotheses. The primary data is collected through questionnaire that is distributed online through purposive sampling. The total number of respondents collected in this study was 259 and the collected data is then analysed using Partial Least Squares-Structural Equation Modelling by using SmartPLS 4 software. This study shows that the environmental stimulus factors, namely Convenience and Playfulness positively affect the perceived enjoyment of the participants. Subsequently, Perceived Enjoyment as mediator positively affect the participant's intention of impulsive buying. On the other hand, Demand and Interactivity has insignificant affect towards Perceived Enjoyment. Perceived enjoyment mediates the positive relationship between Convenience and Playfulness, meanwhile Demand and Interactivity mediates insignificantly. The findings from this research can be used as a source for improvement and advancement of livestream shopping in the related fields.