

# Analisis Perilaku Impulsive Buying Melalui Live Streaming E-Commerce Shopee Live menggunakan Expectation Confirmation Model (ECM) dengan Perceived Value dan Customer Situation = Analysis of Impulsive Buying Through Live Streaming E-Commerce Shopee Live Using Expectation Confirmation Model (ECM) with Perceived Value and Customer Situation

Tari Trinatha, author

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## Abstrak

Perkembangan teknologi telah mengeksplorasi berbagai sektor di kehidupan termasuk sektor pembelanjaan, seperti e-commerce. Penetrasi internet dan peningkatan penggunaan smartphone membuka potensi keberlangsungan dan perluasan ranah e-commerce termasuk ragam media belanja yang semakin beragam, salah satunya live streaming. Live streaming pada e-commerce atau dikenal pula sebagai aktivitas live shopping menjembatani aktivitas pembelian tradisional secara tatap muka dengan pembelian online. Shopee sebagai salah satu e-commerce terbesar di Indonesia memperkenalkan fitur live streaming bernama Shopee Live pada 6 Juni 2019. Seiring tren kemunculan live streaming pada e-commerce di Indonesia, penting untuk mempelajari perilaku konsumen melalui media tersebut sebagai channel pembelian, salah satunya impulsive buying. Penelitian ini menggunakan pemodelan expectation confirmation model (ECM) untuk mengetahui bagaimana konfirmasi memengaruhi persepsi pengguna dan kemudian memicu dorongan perilaku impulsive buying dengan menganalisis perceived value berupa utilitarian (visualization dan interactivity), hedonic (entertainment dan best deal), dan social value (self-esteem, status, dan homophily). Selain itu, penelitian ini juga menganalisis pengaruh faktor customer situation (time availability dan money availability). Hasil analisis membuktikan bahwa confirmation berpengaruh positif terhadap perceived value dan satisfaction, perceived value berpengaruh positif terhadap satisfaction dan impulsive buying, satisfaction berpengaruh positif terhadap impulsive buying, serta time availability dan money availability berpengaruh positif terhadap impulsive buying. Penelitian ini diharapkan dapat mengisi celah penelitian terdahulu serta dapat memberikan manfaat terhadap industri live streaming commerce di Indonesia.

.....Technological developments have explored various sectors in life including the shopping sector, such as e-commerce. Internet penetration and increased use of smartphones open the potential for the continuation and expansion of the realm of e-commerce including an increasingly diverse variety of shopping media, one of which is live streaming. Live streaming in e-commerce or also known as live shopping activities bridges traditional face-to-face purchasing activities with online purchases. Shopee, as one of the largest e-commerce companies in Indonesia, introduced a live streaming feature called Shopee Live on June 6 2019. As the trend for the emergence of live streaming on e-commerce in Indonesia, it is important to study consumer behavior through this media as a purchasing channel, one of which is impulsive buying. . This study uses the expectation

confirmation model (ECM) to find out how confirmation influences user perception and then triggers impulsive buying behavior by analyzing perceived value in the form of utilitarian (visualization and interactivity), hedonic (entertainment and best deal), and social value (self-esteem, status, and homophily). In addition, this study also analyzes the influence of customer situation factors (time availability and money availability). The results of the analysis prove that confirmation has a positive effect on perceived value and satisfaction, perceived value has a positive effect on satisfaction and impulsive buying, satisfaction has a positive effect on impulsive buying, and time availability and money availability have a positive effect on impulsive buying. It is hoped that this research can fill in the gaps of previous research and can provide benefits to the live streaming commerce industry in Indonesia.