

# Analisis Faktor-Faktor yang Memengaruhi Gift-Giving Intention Kepada Live Streamer Menggunakan Teori Socio-Technical Systems dan Self-Determination: Studi Kasus TikTok = Analysis of Factors Influencing Gift-giving Intention Towards Live Streamers Using Socio-technical Systems and Self-determination Theory: A Case Study of TikTok

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## Abstrak

Kehadiran platform live streaming membawa perubahan terhadap komunikasi dan interaksi antar individu. TikTok LIVE merupakan salah satu platform yang telah mendapatkan popularitas luar biasa, menjadi suatu ekosistem yang memungkinkan adanya pertukaran informasi secara real-time dengan live streamer. Selain itu, penonton juga dapat memberikan dukungan dan apresiasi melalui sistem virtual gift yang disediakan oleh TikTok. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi gift-giving intention khususnya pada platform TikTok LIVE. Penelitian ini menggunakan metode mix-method, dimulai dengan analisis kualitatif untuk membangun model penelitian, dilanjutkan dengan analisis kuantitatif menggunakan PLS-SEM terhadap 400 pengguna TikTok LIVE yang sudah pernah memberikan virtual gift kepada live streamer. Teori utama yang digunakan pada penelitian ini meliputi socio-technical systems, self-determination theory, serta didukung dengan attachment theory. Hasil analisis menunjukkan bahwa live streamer characteristic (expertise) dan social system (identification, interactivity, dan information value) memengaruhi emotional attachment yang kemudian berpengaruh signifikan terhadap platform attachment dan gift-giving intention; technical system (convenience of gifting, competitiveness, dan personalization) memengaruhi platform attachment yang kemudian berpengaruh signifikan terhadap gift-giving intention; serta gift-design aesthetics berpengaruh signifikan terhadap gift-giving intention. Penelitian ini diharapkan dapat memperkaya penelitian sebelumnya terkait perilaku gift-giving dan dapat memberikan saran praktis bagi para pelaku industri live streaming, khususnya di TikTok LIVE.

.....The presence of the live streaming platform brings changes to communication and interaction between individuals. TikTok LIVE is one of the platforms that has gained immense popularity, being an ecosystem that allows real-time exchange of information with live streamers. In addition, viewers can also provide support and appreciation through the virtual gift system provided by TikTok. This study aims to analyze the factors that influence gift-giving intention, especially on the TikTok LIVE platform. This research uses a mix-method method, starting with a qualitative analysis to build a research model, followed by a quantitative analysis using PLS-SEM of 400 TikTok LIVE users who have given virtual gifts to live streamers. The main theories used in this study include socio-technical systems, self-determination theory, and are supported by attachment theory. The results of the analysis show that live streamer characteristics (expertise) and social systems (identification, interactivity, and information value) affect emotional attachment which in turn has a significant effect on platform attachment and gift-giving intention; technical systems (convenience of gifting, competitiveness, and personalization) affect platform attachments which then have a significant effect on gift-giving intention; and gift-design aesthetics have a significant effect on gift-giving intention. It is hoped that this research can enrich previous research regarding gift-giving

behavior and can provide practical suggestions for live streaming industry players, especially on TikTok LIVE.