

ANALISIS PERILAKU KONSUMEN TERHADAP IMPULSE BUYING PADA SOCIAL COMMERCE PLATFORM: PERAN INTERAKSI PARASOSIAL (STUDI KASUS PADA TOKOPEDIA) = Exploring Consumers Impulse Buying Behavior On Social Commerce Platform: The Role Of Parasocial Interaction (Study Case Tokopedia)

Rahdiyan Dwi Jayarana, author

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Abstrak

Penelitian ini membahas mengenai pembelian impulsif yang dilakukan konsumen pada social commerce platform Tokopedia yang di pengaruhi oleh peran parasocial interaction, penelitian ini dilakukan di kota-kota besar seperti Jabodetabek, Hubungan yang dianalisis dalam penelitian ini adalah pengaruh information fit-to-task, visual appeal terhadap percieved usefulness, percieved enjoyment, pengaruh percieved usefulness pada percieved enjoyment, pengaruh Perceived enjoyment terhadap urge to buy impulsively, pengaruh similarity, expertise, likeability terhadap parasocial interaction, pengaruh parasocial interaction terhadap impulse buying tendency, dan pengaruh impulse buying tendency terhadap urge to buy impulsively. Hasil penelitian ini membuktikan bahwa Expertise Terhadap Parasocial Interaction, Impulse Buying Tendency Terhadap Urge to Buy Impulsively, Information Fit-to-task Terhadap Perceived Enjoyment, Information Fit-to-task Terhadap Perceived Usefulness, Likeability Terhadap Parasocial Interaction, Parasocial Interaction Terhadap Impulse Buying Tendency, Parasocial Interaction Terhadap Perceived Enjoyment, Perceived Usefulness Terhadap Perceived Enjoyment, Visual Appeal Terhadap Perceived Enjoyment, Visual Appeal Terhadap Perceived Usefulness, memiliki pengaruh positif dan signifikan. Sedangkan 2 hubungan konstruk yaitu Perceived Enjoyment Terhadap Urge to Buy Impulsively, Similarity Terhadap Parasocial Interaction, tidak memiliki pengaruh positive dan signifikan atau tidak memiliki hubungan.

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This research aims to study about impulse buying behavior by consumer at Tokopedia social commerce platform which influenced by parasocial interaction role. This research is implemented on big cities like Jabodetabek. The relationship analyzed in this research is the influence of information fit-to-task, visual appeal to percieved usefulness, percieved enjoyment, percieved usefulness effect on perceived enjoyment, influence of perceived enjoyment toward urge to buy impulsively, influence similarity, expertise, likeability to parasocial interaction, parasocial interaction effect on impulse buying tendency, and influence impulse buying tendency toward urge to buy impulsively. The results of this study confirms that Expertise Against Parasocial Interaction, Impulse Buying Tendency Against Urge to Buy Impulsively, Information Fit-to-task Against Perceived Enjoyment, Information Fit-to-Task Against Perceived Usefulness, Likeability To Parasocial Interaction, Parasocial Interaction To Impulse Buying Tendency , Parasocial Interaction Against Perceived Enjoyment, Perceived Usefulness to Perceived Enjoyment, Visual

Appeal to Perceived Enjoyment, Visual Appeal to Perceived Usefulness, has positive and significant influence. While the 2 relations of constructs which are Perceived Enjoyment Against Urge to Buy Impulsively, Similarity to Parasocial Interaction, has no positive and significant influence or no relationship.