

# Menciptakan Pengalaman Live Shopping yang Immersive dan Parasosial Bagi Viewers: Analisis Peran Gaya Komunikasi Interaksional Streamer (Studi Kasus Shopee Live) = Creating An Immersive and Parasocial Live Shopping Experience For Viewers: Analysis of the Role of Streamer Interactional Communication Style (Shopee Case Study)

Andrew Wijayanto, author

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## Abstrak

Di Indonesia, nilai transaksi e-commerce terus meningkat dalam beberapa tahun terakhir semenjak kehadiran fitur live shopping. Sudah ada penelitian-penelitian yang menemukan bahwa cara berkomunikasi streamer dengan audiens adalah hal penting dalam mempengaruhi purchase behavior dari konsumen. Akan tetapi, pengaruh gaya komunikasi streamer terhadap purchase intention audiens masih sedikit diketahui. Studi ini mengidentifikasi variabel immersion dan parasocial interaction dalam memediasi pengaruh gaya komunikasi interaction orientation streamer terhadap purchase intention audiens Shopee Live. Variabel expertise dan attractiveness yang masing-masing memoderasi pengaruh interaction orientation terhadap immersion dan parasocial interaction juga turut dianalisis. Penelitian ini melaksanakan studi empiris dengan mengirimkan kuesioner secara daring kepada 176 responden. Setelah dilakukan penyaringan, 125 respons yang sesuai kriteria kemudian dianalisis menggunakan partial least squares structural equation modelling (PLS-SEM). Hasil penelitian menunjukkan pengaruh positif dari streamer's interaction orientation terhadap pengalaman immersive audiens, namun tidak pada pengalaman parasosial. Expertise dan attractiveness dari streamers tidak terbukti memperkuat pengaruh interaction orientation terhadap pengalaman immersive maupun parasosial dari audiens.

.....In Indonesia, the value of e-commerce transactions has continued to increase in the last few years since the presence of the live shopping feature. There have been studies that have found that the way streamers communicate with their audience is very important in influencing consumer purchasing behavior. However, little is known about the influence of streamers' communication styles on audience purchase intentions. This research aims to identify immersion and parasocial interaction variables in mediating the influence of streamer interaction orientation communication styles on Shopee Live audience purchase intentions. The variables of expertise and attractiveness, which respectively moderate the influence of interaction orientation on immersion and parasocial interaction, are also explained. This research carried out an empirical study by sending questionnaires boldly to 176 respondents. After filtering, 125 responses that met the criteria were then analyzed using partial least squares structural equation modeling (PLS-SEM). The research results show that there is a positive influence of the streamer's interaction orientation on the viewer's immersive experience, but not on the parasocial experience. The expertise and attractiveness of the streamer were not shown to strengthen the influence of interaction orientation on the immersive or parasocial experience of the audience.