

Pengaruh social interaction, digital celebrities relationship, dan sale proneness terhadap online impulse buying di TikTok Shop = The influence of social interaction, digital celebrities relationship, and sale proneness to online impulse buying in social commerce

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Abstrak

Seiring perkembangan e-commerce yang terus berlanjut, peran platform media sosial telah berkembang secara signifikan menjadi sebuah marketplace yang dapat memiliki kekuatan tersendiri dalam mendominasi pasar atau disebut social commerce. Dalam konteks ini, keberadaan digital celebrities di media sosial memiliki pengaruh yang signifikan terhadap perilaku konsumen, melalui dukungan dan interaksi mereka yang membentuk keputusan pembelian. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku konsumen dalam pembelian impulsif di social commerce. Beberapa faktor diuji: social interaction, website ease of use, perceived usefulness, positive affect, parasocial relationship with digital celebrities, dan sale proneness. Menggunakan kuesioner online, penelitian ini berhasil mengumpulkan data dari 303 pengguna aplikasi TikTok yang sering menggunakan fitur TikTok Shop. Model Persamaan Struktural (SEM) digunakan untuk menganalisis data dan hasil penelitian ini menunjukkan bahwa interaksi sosial, hubungan parasosial dengan selebriti digital, dan sale proneness terbukti memengaruhi dorongan untuk membeli secara impulsif sehingga akhirnya melakukan perilaku pembelian impulsif.

.....As e-commerce continues to evolve, the role of social media platforms has developed significantly into a marketplace that can independently wield its own power in dominating the market, known as social commerce. In this context, the presence of digital celebrities on social media has a significant influence on consumer behavior, through their endorsements and interactions that shape purchasing decisions. This study aims to analyze factors that influence consumers' impulse buying behavior in social commerce. Several factors were tested: social interaction, website ease of use, perceived usefulness, positive affect, parasocial relationship with digital celebrities, and sale proneness. Using an online questionnaire, this study successfully collected data from 303 TikTok app users who frequently use the TikTok Shop feature. Structural Equation Model (SEM) was used to analyze the data and the results of this study indicate that social interactions, parasocial relationships with digital celebrities, and sale proneness are proven to influence the urge to buy impulsively, resulting in impulse buying behavior.