

Faktor-Faktor yang Memengaruhi Impulsive Buying Behavior Konsumen: Studi pada Live Streaming Shopping di Shopee dan TikTok = Factors Influencing Consumer Impulsive Buying Behavior: Study of Live Streaming Shopping on Shopee and TikTok

Talahatu, Shayna Yemima, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi impulsive buying behavior pada konsumen yang menonton live streaming shopping melalui platform Shopee dan TikTok di Indonesia. Untuk menemukan penjelasan atas hal tersebut, penelitian mengadopsi kerangka Stimulus-Organism-Response yang menjelaskan bagaimana lingkungan eksternal melalui kondisi kognitif dan psikologis memengaruhi tindakan individu. Pengumpulan data dilakukan kepada 400 responden di Indonesia yang pernah melakukan pembelian produk saat menonton live streaming shopping pada platform Shopee dan TikTok, yang terbagi atas 200 responden pengguna Shopee dan 200 responden pengguna TikTok. Data terkumpul dianalisis menggunakan metode PLS-SEM dengan software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa terdapat perbedaan pengaruh faktor impulsive buying behavior antara konsumen yang menonton live streaming shopping pada platform Shopee dan TikTok. Anchor characteristics, promotion incentive information, dan promotion time-limit memiliki pengaruh positif dan signifikan terhadap perceived trust dan perceived value konsumen yang menonton live streaming shopping pada platform Shopee dan TikTok. Sementara itu, online comments tidak memengaruhi perceived trust dan perceived value di Shopee dan logistics service quality tidak memengaruhi perceived trust dan perceived value di TikTok. Selanjutnya, peneliti menemukan bahwa perceived trust dan perceived value berpengaruh positif dan signifikan terhadap impulsive buying behavior konsumen yang menonton live streaming shopping pada platform Shopee dan TikTok.

.....This study aims to determine the factors influencing impulse buying behavior in consumers who watch live streaming shopping through Shopee and TikTok in Indonesia. The study adopted the Stimulus-Organism-Response framework that explains how the external environment through cognitive and psychological conditions influences individual actions. Data collection was carried out on 400 respondents in Indonesia who had made product purchases while watching live streaming shopping on Shopee and TikTok, which were divided into 200 respondents of Shopee users and 200 respondents of TikTok users. The collected data was analyzed using the PLS-SEM method with SmartPLS 3.0 software. The findings indicate differences in the impact of factors influencing impulsive buying behavior between consumers who engage in live streaming shopping on Shopee and TikTok. Anchor characteristics, promotional incentive information, and promotion time-limit positively and significantly affect both perceived trust and perceived value among viewers on these platforms. In contrast, online comments do not influence perceived trust and value on Shopee, while logistics services quality has no impact on these perceptions on TikTok. Additionally, the research demonstrated that perceived trust and perceived value significantly and positively influence the impulsive buying behavior of consumers who participate in live streaming shopping on both Shopee and TikTok.