

Meningkatkan Kecenderungan Pembelian Impulsif dalam Live Streaming di E-commerce: Peran Customer Engagement, Emotional Support, dan Deal Proneness = Enhancing Impulsive Buying Tendency in Live Streaming E-commerce: The Role of Customer Engagement, Emotional Support, and Deal Proneness

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Abstrak

E-commerce di Indonesia tidak hanya berkembang pesat namun juga inovatif. Live-streaming kini menjadi alat pemasaran bisnis dan kekuatan yang kemudian mendorong pertumbuhan dan perkembangan penjualan e-commerce. Penelitian ini bertujuan untuk memahami faktor-faktor yang memengaruhi pembelian impulsif dalam live streaming commerce (LSC) di Indonesia menggunakan pendekatan model ELM (Elaboration Likelihood Model) dan teknik analisis Smart PLS 4 dengan model reflektif normatif.

Hasil penelitian menunjukkan bahwa kredibilitas streamer, penularan resonansi, dan emotional support secara positif memengaruhi keterlibatan pelanggan (customer engagement), yang pada gilirannya memengaruhi kecenderungan pembelian impulsif. Kualitas informasi produk dan kualitas interaksi streamer tidak menunjukkan pengaruh yang signifikan terhadap pembelian impulsif.

Customer engagement terbukti memediasi hubungan antara kredibilitas streamer, penularan resonansi, dan emotional support dengan kecenderungan pembelian impulsif. Kecenderungan mencari penawaran memoderasi hubungan antara customer engagement dan kecenderungan pembelian impulsif, di mana hubungan ini menjadi lebih kuat ketika pelanggan semakin responsif terhadap penawaran.

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The e-commerce landscape in Indonesia is not only rapidly expanding but also highly innovative. Live streaming has emerged as a powerful marketing tool for businesses, driving the growth and development of e-commerce sales. This study delves into the factors influencing impulsive buying in live streaming commerce (LSC) in Indonesia, employing the Elaboration Likelihood Model (ELM) approach and Smart PLS 4 analysis technique with a normative reflective model.

Key findings reveal that streamer credibility, resonance contagion, and emotional support positively influence customer engagement, which in turn impacts impulsive buying tendency. Interestingly, product information quality and streamer interaction quality do not exhibit a significant direct effect on impulsive buying. These findings suggest that in the context of LSC, impulsive purchasing decisions are driven more by emotional and social factors rather than product-related information or streamer interaction dynamics.

Customer engagement emerges as a crucial mediator between streamer credibility, emotional support, and impulsive buying tendency, highlighting its pivotal role in bridging these factors and influencing impulsive purchasing behavior. Additionally, deal-seeking tendency moderates the relationship between customer engagement and impulsive buying tendency, indicating that the strength of this relationship is amplified

when customers are more susceptible to deals and promotions.