

Pengaruh tekanan waktu dan perceived value terhadap pembelian impulsif di Shopee Live pada konsumen skincare di Indonesia: Emotions sebagai moderasi = The influence of time pressure and perceived value on impulsive buying at Shopee Live for skincare consumers in Indonesia: Emotions as moderation

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Abstrak

Aktivitas penjualan produk yang dilakukan lewat live-streaming menjadi terobosan baru dalam dunia online shopping. Hal ini didukung dengan banyaknya platform e-commerce yang memfasilitasi aktivitas penjualan produk secara live dengan menciptakan fitur live-streaming. Proses penjualan produk secara live-streaming ini menyebabkan adanya keterbatasan waktu dan perceived value bagi penonton sehingga dapat memicu perilaku pembelian secara impulsif. Penelitian ini dilakukan untuk menganalisis pengaruh tekanan waktu yang dihadapi serta peran perceived value dan emosi yang dirasakan oleh konsumen terhadap perilaku pembelian impulsif. Penelitian ini berjenis konklusif deskriptif cross-sectional dan menggunakan pendekatan teori S- O-R, dengan metode penelitian Partial Least Square-Structural Equation Method (PLS-SEM). Data dikumpulkan melalui survei yang dibagikan secara online kepada pembeli produk skincare di Shopee Live yang berusia 18 - 25 tahun di Indonesia. Sebanyak 327 responden berhasil dikumpulkan melalui survei dengan menggunakan teknik purposive sampling. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dari tekanan waktu terhadap perilaku pembelian impulsif yang dimediasi oleh perceived value. Penelitian ini diharapkan dapat membantu pelaku usaha maupun manajer dalam menentukan strategi penjualan produk saat live-streaming, khususnya bagi pelaku usaha produk skincare di Shopee Live.

.....Product sales activities conducted through live-streaming have become a new breakthrough in the context of online shopping. The activity is supported by numerous e-commerce platforms that facilitate live product sales activities by creating a live-streaming feature. This live-streaming product sales process causes time pressures and perceived value for the audience which triggers impulsive buying behavior. This study aims to analyze the influence of time pressure, perceived value, and emotions on consumers' impulsive buying behavior. This conclusive descriptive cross-sectional study uses the S-O-R theory approach, with the Partial Least Square-Structural Equation Method (PLS-SEM). Data was collected through a survey distributed online to the buyers of skincare products on Shopee Live, aged 18 – 25 years in Indonesia. A total of 327 respondents were successfully collected through surveys using purposive sampling techniques. The results of the study explains that there is a positive influence of time pressure on impulsive buying behavior mediated by perceived value. This study is expected to help businesses and managers in determining product sales strategies during live streaming, specifically for skincare product sellers on Shopee Live.