

ABSTRAK

PENGARUH *SOCIAL PRESENCE* TERHADAP PERILAKU *IMPULSIVE BUYING* GENERASI Z DI *LIVE STREAMING E-COMMERCE* SHOPEE

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Pesatnya perkembangan internet di Indonesia, telah mendorong pertumbuhan bisnis *e-commerce*, fenomena tersebut menjadi faktor utama hadirnya fitur *live streaming e-commerce*. Terdapat *social presence* dalam *live streaming e-commerce* yang merupakan kemampuan untuk berinteraksi secara langsung dengan penonton, sehingga penonton melakukan pembelian secara tidak direncanakan (*Impulsive Buying*). Di Indonesia Gen Z cenderung terlibat dalam pembelian impulsif, terutama saat berbelanja online. Kebutuhan untuk memenuhi keinginan secara instan dan kenyamanan berbelanja *online* turut mendorong perilaku ini, yang sering kali menghasilkan pembelian yang tidak direncanakan dan impulsif. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh *social presence* terhadap *impulsive buying* di *live streaming e-commerce* terhadap Gen Z. Dengan menggunakan dimensi *social presence* penyiar, *social presence* penonton, *social presence live streaming*, *arousal* dan *pleasure*. Oleh karena itu, penelitian ini mempelajari pengaruh *social presence* yang dapat memengaruhi pembelian impulsif di Shopee. Penelitian ini menggunakan penelitian kuantitatif dengan menggunakan Structural Equation Model (SEM) dengan media aplikasi AMOS. Pengumpulan data menggunakan metode kuantitatif dengan kuesioner dan analisis SEM.

Hasil penelitian menunjukkan bahwa dari pemodelan persamaan struktural (SEM) secara keseluruhan mendukung model saat ini dimensi *impulsive buying* memiliki pengaruh positif dan signifikan dari *social presence* penyiar, *social presence* penonton, *social presence live streaming*, *arousal*, *pleasure*. Studi ini diharapkan akan memberikan pandangan teoretis dan praktis tentang bagaimana pemasar dapat secara efektif merencanakan dan mengimplementasikan dalam *live streaming e-commerce*.

Kata Kunci: Belanja siaran langsung, Kehadiran sosial, Pembelian impulsif, Gen Z, Structural Equation Modeling (SEM)

ABSTRACT

THE INFLUENCE OF SOCIAL PRESENCE ON GEN Z'S IMPULSIVE BUYING BEHAVIOR IN SHOPEE'S LIVE STREAMING E-COMMERCE

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The rapid development of the internet in Indonesia has driven the growth of e-commerce businesses, with this phenomenon being a major factor in the emergence of live streaming e-commerce features. There exists a social presence in live streaming e-commerce, which is the ability to interact directly with viewers, thus prompting unplanned purchases (Impulsive Buying). In Indonesia, Gen Z tends to engage in impulsive buying, especially when shopping online. The need for instant gratification and the convenience of online shopping further fuel this behavior, often resulting in unplanned and impulsive purchases. Therefore, this study aims to analyze the influence of social presence on impulsive buying in live streaming e-commerce among Gen Z. Using dimensions such as broadcaster's social presence, viewer's social presence, live streaming social presence, arousal, and pleasure. Thus, this research examines the impact of social presence that may affect impulsive buying on Shopee. This study adopts a quantitative research approach using Structural Equation Model (SEM) with AMOS application. Data collection involves quantitative methods through questionnaires and SEM analysis.

The research findings indicate that the overall Structural Equation Modeling (SEM) supports the current model, where impulsive buying dimensions have a positive and significant influence from broadcaster's social presence, viewer's social presence, live streaming social presence, arousal, and pleasure. This study is expected to provide theoretical and practical insights into how marketers can effectively plan and implement strategies in live streaming e-commerce. Keywords: e-commerce, marketing, social presence, impulsive buying, Gen Z, Structural Equation Modeling (SEM)

Keywords : Live streaming e-commerce, Social presence, Impulsive buying, Gen Z, Structural Equation Modeling (SEM)