

ABSTRAK

PENGARUH *LIVE STREAMING E-COMMERCE* SHOPEE TERHADAP PEMBELIAN IMPULSIF PRODUK WARDAH DI INDONESIA

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Strategi pemasaran pada *e-commerce* salah satunya adalah *live streaming* yang menyediakan komunikasi langsung untuk meminimalkan ketidakseimbangan informasi. *Platform live streaming e-commerce* yang paling banyak digunakan masyarakat Indonesia adalah Shopee Live untuk tempat jual beli berbagai produk salah satunya produk kecantikan terutama *brand* asal Indonesia yaitu Wardah. Wardah sudah sering melakukan *live streaming* dibandingkan pesaingnya, namun masih banyak produk yang mengalami penurunan minat oleh konsumen dan pendapatan Wardah di *e-commerce* Indonesia masih kalah dengan para pesaingnya khususnya *brand* luar negeri. Tujuan penelitian ini untuk mengetahui pengaruh *live streaming e-commerce* Shopee terhadap pembelian impulsif produk Wardah di Indonesia. Populasi dalam penelitian ini adalah masyarakat Indonesia yang pernah menonton dan membeli secara impulsif pada *live streaming* Shopee *Live Wardah Official Shop*. Penelitian ini menggunakan teknik *non-probability sampling* dengan pendekatan *purposive sampling* sebanyak 160 sampel. Penelitian ini bersifat kuantitatif, maka data diambil melalui penyebaran kuesioner. Metode analisis data menggunakan uji regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *e-commerce anchor attributes*, *perceived scarcity*, dan *immersion* berpengaruh signifikan terhadap pembelian impulsif. *E-commerce anchor attributes* Wardah sebaiknya diberikan pelatihan untuk menarik lebih banyak penonton saat *live streaming*; *perceived scarcity* Wardah sebaiknya memberikan pesan kelangkaan dalam bentuk kuantitas terbatas untuk membuat pelanggan bersaing dan melakukan pembelian impulsif; dan untuk meningkatkan *immersion*, Wardah sebaiknya memberikan undian hadiah kepada pelanggan yang melakukan pembelian di akhir sesi *live streaming*.

Kata Kunci: *Live Streaming, E-Commerce Anchor Attributes, Perceived Scarcity, Immersion, Pembelian Impulsif, Wardah*

ABSTRACT

THE EFFECT OF LIVE STREAMING E-COMMERCE SHOPEE ON IMPULSIVE BUYING OF WARDAH PRODUCTS IN INDONESIA

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One of the marketing strategies in e-commerce is live streaming which provides direct communication to minimize information imbalance. The live streaming e-commerce platform that is most widely used by Indonesian people is Shopee Live as a place to buy and sell various products, one of which is beauty products, especially the brand from Indonesia, namely Wardah. Wardah often does live streaming compared to its competitors, but many products are still experiencing a decline in consumer interest and Wardah's income in Indonesian e-commerce is still far behind its competitors, especially foreign brands. The aim of this research is to determine the effect of live streaming e-commerce Shopee on impulse purchases of Wardah products in Indonesia. The population in this research are Indonesian people who have watched and bought impulsively on the Shopee Live Wardah Official Shop live streaming. This research used a non-probability sampling technique with a purposive sampling approach of 160 samples. This research is quantitative, so data was collected through distributing questionnaires. The data analysis method uses multiple linear regression tests with the help of SPSS. The research results show that e-commerce anchor attributes, perceived scarcity, and immersion have a significant effect on impulse buying. E-commerce anchor attributes Wardah should be given training to attract more viewers during live streaming; perceived scarcity Wardah should provide a message of scarcity in the form of limited quantities to make customers compete and make impulse purchases; and to increase immersion, Wardah should provide prize draws to customers who make purchases at the end of the live streaming session.

Keywords: Live Streaming, E-Commerce Anchor Attributes, Perceived Scarcity, Immersion, Impulsive Buying, Wardah