

ABSTRAK

PERILAKU PEMBELIAN *IMPULSIF* DALAM *LIVE STREAMING* COMMERCE BERDASARKAN KERANGKA *STIMULUS* *ORGANISME RESPONS* (SOR) PADA PRODUK PAKAIAN WANITA (Studi Pada *Live streaming* Shopee)

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Perkembangan era digital telah membawa dampak besar pada cara berbelanja, khususnya berbelanja melalui online. Indonesia merupakan pasar potensial untuk perkembangan *e-commerce*, khususnya belanja online. Saat ini, banyak konsumen yang memanfaatkan fitur *live streaming* yang terdapat dalam platform *e-commerce* untuk berbelanja online. *Live streaming* adalah bentuk hiburan multimedia interaktif online yang dengan cepat mendapatkan popularitasnya di seluruh. Penggunaannya yang efektif dan mudah dilakukan, banyak orang menggunakan *live streaming* untuk hiburan, berkomunikasi atau bahkan melakukan promosi produk dan layanan. Penelitian ini mengadopsi konsep "Social Presence of Broadcaster" (kehadiran sosial penyiar) untuk mengidentifikasi pengaruhnya terhadap pengalaman arousal (gairah) dan pleasure (kesenangan) pada pemirsa. Selain itu, konsep "Social Presence of Live streaming" (kehadiran sosial streaming langsung) digunakan untuk mengevaluasi dampaknya terhadap pengalaman arousal (gairah) dan pleasure (kesenangan) dalam konteks *live streaming*. Selanjutnya, peneliti menganggap bahwa pengalaman arousal (gairah) dan pleasure (kesenangan) yang dihasilkan melalui konsep-konsep tersebut dapat memengaruhi dorongan pembelian impulsif. Oleh karena itu, penelitian ini bertujuan untuk menyelidiki hubungan antara variabel-variabel tersebut dan perilaku pembelian impulsif pada akhirnya. Sampel pada penelitian ini menggunakan 230 responden dari konsumen pengguna yang pernah membeli produk pakaian wanita secara impulsif melalui *live streaming* Shopee. Metode penelitian akan dilakukan dengan pengujian *Structural Equation Model* (SEM) dengan bantuan aplikasi LISREL. Hasil penelitian ini adalah kehadiran sosial penyiar, kehadiran sosial pemirsa, dan kehadiran sosial *live streaming* memiliki pengaruh terhadap gairah dan kesenangan. Serta, Gairah dan Kesenangan menjadi faktor yang paling berpengaruh terhadap pembelian impulsif pada *live streaming* Shopee.

Kata Kunci: Pembelian Impulsif, *Live streaming Shopping*, Gairah, Kesenangan

ABSTRACT

IMPULSIVE BUYING BEHAVIOR IN LIVE STREAMING COMMERCE BASED ON A STIMULUS FRAMEWORK ORGANISM RESPONDS (SOR) TO THE PRODUCT WOMEN'S CLOTHING (Study on Shopee Live streaming)

By

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The development of the digital era has had a big impact on the way of shopping, especially shopping online. Indonesia is a potential market for the development of e-commerce, especially online shopping. Currently, many consumers are taking advantage of the live streaming feature on e-commerce platforms to shop online. It is effective and easy to use, many people use live streaming for entertainment, communication or even promoting products and services. Currently, many marketers use live streaming on various media platforms to sell and promote their products. Supported by advances in information technology, it allows online sellers to showcase their products via live streaming. Live streaming is a form of online interactive multimedia entertainment that is rapidly gaining popularity throughout. It is effective and easy to use, many people use live streaming for entertainment, communication or even promoting products and services. This research adopts the concept of "Social Presence of Broadcaster" to identify its influence on the experience of arousal and pleasure in viewers. In addition, the concept of "Social Presence of Live streaming" is used to evaluate its impact on the experience of arousal and pleasure in the context of live streaming. Furthermore, researchers consider that the experience of arousal (passion) and pleasure generated through these concepts can influence the urge to buy impulsively. Therefore, this study aims to investigate the relationship between these variables and eventual impulse buying behavior. The sample in this study used 230 respondents from consumer users who had impulsively purchased women's clothing products via Shopee live streaming. The research method will be carried out by testing the Structural Equation Model (SEM) with the help of the LISREL application. The results of this research are that the social presence of broadcasters, the social presence of viewers, and the social presence of live streaming have an influence on arousal and enjoyment. Also, Passion and Fun are the factors that most influence impulse purchases on Shopee live streaming.

Keyword: *Impulsive Buying, Live streaming Shopping, Arousal, Pleasure*