

The Effect Of Interpersonal Interaction Factors On Buyers' Purchase Intention In TikTok Live Stream Shopping Of Local Fashion Product = Pengaruh Faktor Interaksi Interpersonal Terhadap Intensi Pembelian Di TIKTOK Live Stream Shopping Pada Produk Fashion Lokal

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor interaksi interpersonal yang mempengaruhi intensi pembelian terhadap produk fashion lokal Indonesia melalui TikTok live stream shopping, berdasarkan teori Stimulus-Organism-Response (SOR). Sampel penelitian terdiri dari pengguna TikTok live stream shopping yang pernah menonton sesi live stream shopping produk fashion lokal dari Indonesia, tinggal di wilayah Jabodetabek, dan berusia antara 18 hingga 34 tahun. Kuesioner penelitian disebarluaskan secara online, dan sebanyak 295 responden berhasil mengisi kuesioner. Data yang terkumpul kemudian dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan menggunakan software PLS-SEM. Menurut penelitian ini, Perceived similarity berhubungan positif dengan Swift guanxi. Selain itu, Perceived similarity Perceived responsiveness berhubungan positif dengan Initial Trust. Swift guanxi dan Initial Trust berhubungan positif dengan Purchase Intention. Selain itu, ditemukan bahwa swift guanxi memiliki peran mediasi yang positif terhadap Perceived similarity pada Purchase Intention di TikTok live streaming shopping. Terakhir, Initial Trust secara positif memediasi efek Perceived similarity dan Perceived responsiveness terhadap Purchase Intention di TikTok live streaming shopping.

.....This study aims to investigate the interpersonal interaction factors influencing purchase intention towards local Indonesian fashion products through TikTok live stream shopping, based on the Stimulus-Organism-Response (SOR) theory. The sample consists of TikTok livestream shopping users who have previously watched livestream shopping sessions of local fashion products from Indonesia, residing in the Jabodetabek area, and aged between 18 and 34 years. The research questionnaire was distributed online, and a total of 295 respondents successfully completed the survey. The collected data were analyzed using the Structural Equation Modelling (SEM) method with PLS-SEM software. According to this study, perceived similarity is positively related to swift guanxi. Additionally, perceived similarity and perceived responsiveness are also positively related to initial trust. Swift guanxi and Initial trust is positively related to the buyer's intention to purchase a product. Moreover, it is found that swift guanxi positively mediates the effect of perceived similarity on purchase intention in TikTok live stream shopping. Lastly, Initial trust positively mediates the effect of perceived similarity and perceived responsiveness on purchase intention in TikTok live stream shopping.