

Analisis Faktor yang Mendorong Repurchase Intention dalam Live Stream Shopping dari Perspektif Social Exchange Theory = Analysis of Factors Driving Repurchase Intention in Live Stream Shopping from Social Exchange Theory Perspective

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Abstrak

Pandemi COVID-19 telah membawa dampak signifikan pada perilaku konsumen di seluruh dunia, termasuk dalam aktivitas belanja daring (online shopping). Salah satu bentuk online shopping yang mulai berkembang dan populer akhir-akhir ini adalah live stream shopping (LSS), yaitu aktivitas belanja online yang dilakukan melalui video langsung yang dipandu oleh streamer atau penjual. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mendorong repurchase intention dalam aktivitas live stream shopping dari perspektif social exchange theory. Teori yang digunakan pada penelitian ini adalah teori social exchange sebagai teori yang merepresentasikan interaksi dua belah pihak (streamer dengan viewer) dengan menerapkan cost-benefit analysis untuk menentukan risiko dan manfaat yang diperoleh dari interaksi yang terjadi antara viewer dan streamer untuk memaksimalkan benefit dan meminimalisir cost yang dapat terjadi. Penelitian ini memiliki 472 responden valid yang pernah membeli barang dalam live stream shopping di aplikasi e-commerce atau s-commerce. Analisis data dilakukan dengan menggunakan metode partial least square structural equation model (PLS-SEM) dan multigroup analysis berdasarkan jenis kelamin dan kelompok usia menggunakan bantuan program SmartPLS 4. Hasil penelitian ini menunjukkan bahwa Learning, Perceived Enjoyment, Social Presence, Satisfaction, dan Responsiveness berpengaruh terhadap repurchase intention, sedangkan Trust in Streamer dan Privacy Concern tidak berpengaruh terhadap repurchase intention. Lalu, ditemukan bahwa terdapat perbedaan penerimaan hipotesis saat diujikan terhadap kelompok jenis kelamin dan kelompok usia yang berbeda. Penelitian ini diharapkan dapat memberikan wawasan bagi pihak yang menggunakan live stream shopping dalam melakukan pemasaran atau penjualan untuk meningkatkan layanan mereka, yang dapat berdampak pada repurchase intention konsumen.

.....The COVID-19 pandemic has had a significant impact on consumer behavior around the world, including online shopping. One form of online shopping that is starting to develop and become popular lately is Live Stream Shopping (LSS), which is an online shopping activity carried out via live video guided by a streamer or seller. This study aims to analyze the factors that drive repurchase intention in live stream shopping activities from the perspective of social exchange theory. The theory used in this study is social exchange theory as a theory that represents the interaction of two parties (streamer and viewer) by applying cost-benefit analysis to determine the risks and benefits derived from the interactions that occur between viewer and streamer to maximize benefits and minimize costs that can occur. This study has 472 valid respondents who have purchased goods in live stream shopping in e-commerce or s-commerce applications. Data analysis was carried out using the partial least square structural equation model (PLS-SEM) method and multigroup analysis based on gender and age group using the assistance of the SmartPLS 4 program. The results of this study indicate that Learning, Perceived Enjoyment, Social Presence, Satisfaction, and Responsiveness have an effect on repurchase intention, while Trust in Streamer and Privacy Concern have

no effect on repurchase intention. Then, it was found that there were differences in the acceptance of the hypothesis when tested on different gender and age groups. This research is expected to provide insight for parties who use live stream shopping in conducting marketing or sales to improve their services, which has an impact on buyer enthusiasm for repurchase intention.