

# Analisis Faktor Perilaku Transaksi Impulsif Pada Live Streaming E-Commerce TikTok Live Menggunakan Model Stimulus Organisme Respons = Analysis Factors Of Behavioral Impulsif Transaction In Live Streaming E-Commerce TikTok Using The Stimulus-Organism

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## Abstrak

Perkembangan teknologi telah mempengaruhi berbagai sektor di kehidupan termasuk juga dengan sektor pembelanjaan, seperti e-commerce. E-commerce termasuk media belanja yang selalu berkembang, salah satunya live streaming. Layanan live streaming social media menjadi terkenal di kisaran tahun 2020-2021 dengan tingkat penjualan di siaran langsung meningkat tajam hingga 76 persen di seluruh dunia. Tiktok live shopping merupakan layanan dari aplikasi Tiktok yang menawarkan peluang bagi brand untuk memamerkan produk secara real-time melalui acara live streaming. Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi perilaku transaksi impulsif melalui live streaming e-commerce Tiktok live menggunakan model Stimulus Organisme Respons (SOR). Penelitian ini dilakukan dengan melakukan survei terhadap pengguna aktif TikTok live yang telah melakukan pembelian produk melalui live streaming e-commerce. Pengumpulan data dilakukan dengan teknik non-probability sampling dan analisis data menggunakan Partial Least Square (PLS). Penelitian ini bertujuan untuk menganalisis beberapa faktor seperti price promotion, promotion time limit, customer-streamer interaction, customer-customer interaction, best deal, visual appeal, perceived value, shopping convenience terhadap transaksi impulsif. Hasil analisis membuktikan bahwa price promotion, customer-streamer interaction, best deal, visual appeal, perceived value, shopping convenience berpengaruh terhadap transaksi impulsif, terdapat beberapa variabel penelitian seperti promotion time limit, customer-streamer interaction, customer-customer interaction, best deal, visual appeal, perceived value, shopping convenience berpengaruh negatif terhadap perceived risk. Dari hasil penelitian dapat dilihat bahwa perceived risk memediasi hubungan antara promotion time limit, customer-streamer interaction, customer-customer interaction, best deal, visual appeal, perceived value, shopping convenience dan transaksi impulsif.

.....Technological advancements have influenced various sectors of life, including the retail sector, such as e-commerce. E-commerce, including live streaming, is a constantly evolving shopping medium. One of the popular trends in recent years is live streaming on social media platforms. Live streaming services on social media gained popularity around 2020-2021, with live broadcast sales increasing by up to 76 percent worldwide. TikTok live shopping is a service offered by the TikTok app that provides opportunities for brands to showcase their products in real-time through live streaming events. The purpose of this research is to analyze the factors that influence impulsive transaction behavior through TikTok live e-commerce using the Stimulus Organism Response (SOR) model. This study conducted a survey among active TikTok live users who have made product purchases through live streaming e-commerce. Data collection was done using non-probability sampling techniques, and data analysis was performed using Partial Least Square (PLS). The research aims to analyze several factors such as price promotion, promotion time limit, customer-streamer interaction, customer-customer interaction, best deal, visual appeal, perceived value, and shopping convenience in relation to impulsive transactions. The analysis results demonstrate that price promotion, customer-streamer interaction, best deal, visual appeal, perceived value, and shopping convenience have an

influence on impulsive transactions. Additionally, several research variables such as promotion time limit, customer-streamer interaction, customer-customer interaction, best deal, visual appeal, perceived value, and shopping convenience negatively affect perceived risk. From the research findings, it can be observed that perceived risk mediates the relationship between promotion time limit, customer-streamer interaction, customer-customer interaction, best deal, visual appeal, perceived value, shopping convenience, and impulsive transactions.