

Pengaruh Karakteristik Interaksi Sosial terhadap Pembelian Impulsif pada Live Streaming Commerce = The Influence of Social Interaction Characteristics on Impulsive Purchase in Live Streaming Commerce

Ayushita Btariputri Pramordawardani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920549158&lokasi=lokal>

Abstrak

Penelitian ini membahas mengenai pengaruh karakteristik interaksi sosial terhadap pembelian impulsif pada live streaming commerce. Atas dasar parasocial interaction dan social presence yang bisa diciptakan live streaming commerce, peneliti mengidentifikasi pengaruh karakteristik interaksi sosial konsumen berupa sense of loneliness, real-life social avoidance, empathy ability, dan mutual assistance terhadap pembelian impulsif. Data dikumpulkan dari 238 responden yang pernah menonton dan membeli produk pada live streaming commerce. Data dianalisis menggunakan metode PLS-SEM melalui perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa real-life social avoidance dan empathy ability memiliki pengaruh positif terhadap parasocial interaction, sedangkan sense of loneliness tidak signifikan. Selanjutnya, empathy ability dan mutual assistance memiliki pengaruh positif terhadap social presence. Lebih dari itu, parasocial interaction dan social presence memiliki pengaruh positif terhadap pembelian impulsif pada live streaming commerce. Hasil karakteristik interaksi sosial yang berpengaruh positif yaitu real-life social avoidance, empathy ability, dan mutual assistance juga memiliki pengaruh tidak langsung terhadap pembelian impulsif pada live streaming commerce melalui parasocial interaction dan social presence.

.....This research discusses the effect of social interaction characteristics on impulsive purchase in live streaming commerce. On the basis of parasocial interaction and social presence resulted from live streaming commerce, this research aims to identify how consumer social interaction characteristics in the form of a sense of loneliness, real-life social avoidance, empathy ability, and mutual assistance stimulates impulsive purchase. The data is collected from 238 respondents who had watched and purchased product(s) on live streaming commerce. Data were analyzed using the PLS-SEM method via SmartPLS 4 software. The results shows that real-life social avoidance and empathy ability have a positive effect on parasocial interaction, while the sense of loneliness is not significant. Furthermore, empathy ability and mutual assistance have a positive influence on social presence. Both parasocial interaction and social presence have a positive influence on impulse purchases in live streaming commerce. The results of social interaction characteristics that have a positive influence, which are real-life social avoidance, empathy ability, and mutual assistance also have an indirect effect on impulsive purchase in live streaming commerce through parasocial interaction and social presence.