

Pengaruh inspirasi pelanggan terhadap intensi engagement dalam interaksi antara streamer dan viewer pada platform livestream Shopping TikTok Shop = The Influence of customer inspiration on engagement intention in interactions between streamers and viewers on the TikTok Shop livestream shopping platform

Stefany Aura Susanto, author

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Abstrak

Peningkatan tren belanja online dari platform livestream shopping semakin meningkat semenjak terjadinya pandemi COVID-19. Penelitian ini membahas terkait pengaruh dari inspirasi pelanggan terhadap intensi engagement dalam interaksi antara streamer dan viewer yang fokus pada platform livestream shopping TikTok Shop. Data dikumpulkan dari 300 responden warga negara Indonesia usia 18 hingga 34 tahun yang pernah melakukan pembelian saat menonton livestream shopping TikTokShop. Penelitian ini merupakan penelitian kuantitatif yang dianalisis dengan metode partial least square - structural equation modeling (PLS-SEM) melalui perangkat lunak SmartPLS 4. Hasil dari penelitian ini menunjukkan bahwa content diagnosticity, vicarious expression, source credibility, social presence, dan telepresence memiliki pengaruh positif secara signifikan pada inspired-by state. Kemudian inspired-by state memiliki pengaruh positif secara signifikan pada inspired-to state. Selanjutnya, inspired-to state memiliki pengaruh positif secara signifikan pada intentions to engage in livestream shopping.

.....The popularity of online shopping through livestream shopping platforms has grown rapidly since the COVID-19 pandemic. This research looks at how customer inspiration affects their intention to engage in livestream shopping, focusing on TikTok Shop. Data was collected from 300 Indonesian citizens respondents aged 18 to 34 who had made a purchase while watching TikTok Shop livestreams. The research uses a quantitative approach and analyzes the data with Partial Least Squares - Structural Equation Modeling (PLS-SEM) using SmartPLS 4 software. The research findings show that factors such as content diagnosticity, vicarious expression, source credibility, social presence, and telepresence all have a significantly positive impact on the inspired-by state. Then, the inspired-by state has a significantly positive impact on the inspired-to state. Furthermore, the inspired-to state also has a significantly positive impact on the intentions to engage in livestream shopping.