

Pengaruh Affordances Terhadap Niat Pembelian dengan Mediasi Desire to Postpone Closure dan Product Relevance: Studi Kasus Aplikasi TikTok = The Influence of Affordances on Purchase Intention: The Mediating Role of Desire to Postpone Closure and Product Relevance on TikTok

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Abstrak

Popularitas TikTok sebagai platform social commerce di Indonesia telah mengubah dinamika pemasaran digital, namun pemahaman mengenai mekanisme psikologis spesifik yang mendorong niat beli pengguna masih terbatas. Penelitian ini bertujuan untuk menganalisis pengaruh affordance sociotechnical TikTok (interaksi sosial, hiburan, visibilitas produk, rekomendasi) terhadap niat beli pengguna di Indonesia, dengan menginvestigasi peran mediasi kunci dari desire to postpone closure (DPC) dan product relevance (PR). Survei daring dilakukan terhadap pengguna TikTok Indonesia (usia 13-64 tahun yang berinteraksi dengan iklan/pembelian di TikTok), dan data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa interaksi sosial, visibilitas produk, dan rekomendasi secara signifikan meningkatkan DPC, sementara rekomendasi juga secara signifikan meningkatkan PR. Selanjutnya, DPC dan PR keduanya berpengaruh positif signifikan terhadap niat beli. Ditemukan bahwa DPC memediasi pengaruh interaksi sosial dan visibilitas produk terhadap niat beli, sedangkan PR memediasi pengaruh rekomendasi terhadap niat beli. Temuan ini menggarisbawahi pentingnya strategi konten yang interaktif dan visual, serta optimalisasi rekomendasi yang relevan untuk meningkatkan keterlibatan dan mendorong konversi di platform TikTok.

.....The popularity of TikTok as a social commerce platform in Indonesia has transformed digital marketing dynamics, yet understanding of the specific psychological mechanisms driving user purchase intention remains limited. This study aims to analyze the influence of TikTok's sociotechnical affordances (social interaction, entertainment, product visibility, recommendation) on user purchase intention in Indonesia, investigating the key mediating roles of desire to postpone closure (DPC) and product relevance (PR). An online survey was conducted among Indonesian TikTok users (aged 13-64 who had interacted with ads/purchases on TikTok), and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that social interaction, product visibility, and recommendation significantly increase DPC, while recommendation also significantly enhances PR. Furthermore, both DPC and PR positively and significantly influence purchase intention. It was found that DPC mediates the effects of social interaction and product visibility on purchase intention, whereas PR mediates the effect of recommendation on purchase intention. These findings underscore the importance of interactive and visual content strategies, alongside optimized relevant recommendations, to enhance engagement and drive conversions on the TikTok platform.