

# Faktor-Faktor yang Memengaruhi Dorongan Pembelian Impulsif Produk Pakaian pada TikTok Live Stream Shopping: Stimulus-Organism-Response Framework = Factors Affecting The Urge of Clothing Products Impulsive Buying on TikTok Live Stream Shopping: Stimulus-Organism-Response Framework

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## Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi dorongan pembelian impulsif produk pakaian pada TikTok live stream shopping. Untuk memahami hal tersebut, penelitian mengadopsi kerangka Stimulus-Organism-Response yang menjelaskan bagaimana lingkungan eksternal dapat memengaruhi perilaku individu melalui keadaan afektif dan kognitif mereka. Pengumpulan data dilakukan kepada 277 responden di Indonesia yang pernah menonton penjualan produk pakaian pada TikTok live stream shopping. Data dianalisis menggunakan metode PLS-SEM dengan software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa streamer attractiveness, trustworthiness, dan expertise memiliki pengaruh yang positif dan signifikan terhadap perceived enjoyment. Kemudian, product usefulness, purchase convenience, dan product price memiliki pengaruh yang positif dan signifikan terhadap perceived usefulness. Selanjutnya, perceived usefulness secara positif memengaruhi perceived enjoyment, dan kedua variabel organism tersebut memengaruhi dorongan pembelian impulsif produk pakaian pada TikTok live stream shopping.

.....This study is aimed to identify factors affecting the urge of clothing products impulsive buying on TikTok live stream shopping. To understand that behavior, this study adapted the Stimulus-Organism-Response (S-O-R) Framework that explains how external stimuli affects an individual's behavior through their affective and cognitive state. Data collection was conducted on 277 respondents in Indonesia who had watched clothing products sale on TikTok live stream shopping. Data was analyzed using the PLS-SEM method with SmartPLS 3.0 software. The result of this study shows that streamer attractiveness, trustworthiness, and expertise have a positive and significant effect on perceived enjoyment. Then, product usefulness, purchase convenience, and product price have a positive and significant effect on perceived usefulness. Furthermore, perceived usefulness positively affects perceived enjoyment, and those two organism have a significant and positive effect on the urge of clothing products impulsive buying on TikTok live stream shopping.