Abstrak

Fitur *live streaming* merupakan salah satu bentuk inovasi teknologi yang dapat menambah pengalaman berbelanja secara daring dengan memberikan pengalaman serupa dengan berbelanja secara langsung. Penelitian sebelumnya cenderung banyak membahas terkait faktor-faktor yang memengaruhi dorongan terhadap pembelian secara impulsif dalam *live streaming*. Oleh karena itu, penelitian ini mengambil celah dengan meneliti terkait faktor-faktor yang memengaruhi pembelian secara impulsif dan sikap terhadap merek pada sesi live streaming di aplikasi Tiktok bersama influencer dengan menggunakan *Theory of Reasoned Action (TRA), Theory of Opinion Change, Source Credibility Theory,* dan *Technology Acceptance Model*. Penelitian ini menggunakan analisis *Structural Equation Modeling (SEM)* terhadap 250 sampel responden yang mengisi kuesioner daring yang didapatkan dengan menggunakan teknik *convenience sampling*. Temuan pada penelitian ini meliputi: (a) i*nfluencer credibility memengaruhi celebrity effect* secara positif, (b) *trust* memengaruhi *perceived usefulness* secara positif, (c) *influencer credibility* memengaruhi sikap terhadap *influencer ads* secara positif, (d) sikap terhadap *influencer ads* memengaruhi *brand attitude* serta *urge to buy impulsively* secara positif, dan (e) *brand attitude* memengaruhi *urge to buy impulsively* secara positif.

Kata kunci: *Live Streaming*, Pembelian secara Impulsif, *Source Credibility Theory, Theory of Reasoned Action (TRA), Theory of Opinion Change, Technology Acceptance Model*, Tiktok shop

Abstract

The live streaming feature is a form of technological innovation that can enhance the online shopping experience by providing a similar experience to shopping in person. Previous research tends to discuss a lot of factors that influence the urge to buy impulsively in live streaming. Therefore, this research takes a gap by examining the factors that influence impulse buying and attitudes towards brands in live streaming sessions on the Tiktok application with influencers using the Theory of Reasoned Action (TRA), Theory of Opinion Change, Source Credibility Theory, and Technology Acceptance Model. This research uses Structural Equation Modeling (SEM) analysis on a sample of 250 respondents who filled out an online questionnaire obtained using convenience sampling techniques. This research resulted in some main findings including: (a) influencer credibility positively influences celebrity effect, (b) trust positively influences perceived usefulness, (c) influencer credibility positively influences attitudes towards influencers ads, (d) attitude towards influencers ads influences brand attitude and urge to buy impulsively, and (e) brand attitude positively influences urge to buy impulsively.

Keywords: Impulsive Buying, Live Streaming, Source Credibility Theory, Theory of Reasoned Action (TRA), Theory of Opinion Change, Technology Acceptance Model. Tiktok shop