

ABSTRAK

Florentina Azella Livia - 01619220002

PENGARUH *PERCEIVED VALUE*, *CUSTOMER TRUST*, DAN KEPUASAN BERBELANJA TERHADAP NIAT PEMBELIAN BERKELANJUTAN PADA *LIVE STREAMING* TIKTOK

Penelitian ini mengungkap temuan mengenai faktor-faktor yang memengaruhi niat beli berkelanjutan di platform live streaming TikTok. Utilitarian Value dan Hedonic Value berpengaruh signifikan pada kepercayaan terhadap streamer, dengan Utilitarian Value positif terhadap kepercayaan terhadap produk. Nilai Sosial juga berkontribusi besar pada kepercayaan konsumen terhadap iklan dan produk. Kepercayaan terhadap streamer memiliki dampak penting pada kepercayaan terhadap produk dan niat beli jangka panjang. Namun, Utilitarian Value, Hedonic Value, dan Nilai Sosial tidak berpengaruh pada kepuasan pembelian, dan kepuasan pembelian tidak memengaruhi niat beli di masa depan di platform TikTok. Temuan ini penting untuk memahami faktor-faktor yang memotivasi pembelian berkelanjutan di platform tersebut.

Referensi : 96 (1981 – 2023)

Kata Kunci : *perceived value*, kepercayaan *customer*, kepuasan berbelanja, niat pembelian berkelanjutan,

ABSTRACT

Florentina Azella Livia - 01619220002

THE INFLUENCE OF PERCEIVED VALUE, CUSTOMER TRUST, AND SHOPPING SATISFACTION ON SUSTAINABLE PURCHASE INTENTIONS ON TIKTOK LIVE STREAMING

This study reveals findings regarding the factors that influence sustainable purchase intentions on the TikTok live streaming platform. Utilitarian Value and Hedonic Value have a significant effect on trust in streamers, with Utilitarian Value positively affecting trust in products. Social Value also contributes greatly to consumers' trust in adverts and products. Trust in streamers has an important impact on trust in products and long-term purchase intentions. However, Utilitarian Value, Hedonic Value, and Social Value had no effect on purchase satisfaction, and purchase satisfaction did not influence future purchase intentions on the TikTok platform. These findings are important for understanding the factors that motivate continued purchases on the platform.

References: 96 (1981 - 2023)

Keywords: perceived value, customer trust, shopping satisfaction, sustainable purchase intention,

