

ABSTRAK

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ANALISIS PENGARUH SOCIAL PRESENCE OF LIVESTREAMING PLATFORM , VIEWERS , STREAMERS DAN TELEPRENSCE TERHADAP IMPULSIVE BUYING BEHAVIOUR KEPADA BRAND SKINTIFIC MELALUI CONSUMER TRUST PADA PLATFORM LIVE STREAMING TIKTOK DI KONSUMEN SURABAYA

(xv+61 halaman; 17 gambar; 6 tabel; 1 lampiran)

Situasi pasca pandemi telah membuat pergeseran bagaimana bisnis dan juga perilaku manusia (Hoekstra ,2020) sehingga adaptasi dilakukan oleh pelaku usaha untuk bisa mendapatkan konsumen baik dari Online maupun Offline (Dekimpe Deeleersnyder , 2022) . Trend masyarakat yang berkembang mulai dari layanan meeting online (Zoom , Gmeet) layanan belanja online /e-commerce (Tokopedia, Shopee) dan Social Media (Tiktok , Instagram, Facebook). Didalam pengembangan platform Online muncullah Live Stream Commerce pada Social Commerce yang menggabungkan baik fitur Social Media dan E-Commerce yang memungkinkan pelanggan berinteraksi dan melakukan pembelian Produk secara live.

Dengan Trend penggunaan E-Commerce dalam kebutuhan pembelian produk di masyarakat (Voucher , Pakaian , Kosmetik , dll) Peneliti tertarik meneliti hubungan antara Social Presence yang menunjukkan kehadiran manusia pada platform online dengan tumbuhnya kenyamanan (Trust) , yang berujung pada keputusan pembelian impulsive. Penelitian ini dilakukan secara kuantitatif dengan metode SEM dengan alat bantu AMOS 22 , pengumpulan data dilakukan secara Purposive Sampling kepada 120 responden brand Skintific di platform Tiktok di Surabaya.

Penelitian ini akan memberikan manfaat bagaimana efisiensi dan juga hasil yang diberikan dari platform keputusan pembelian brand Skintific di Surabaya. Secara umum banyak pengguna yang akan terbantu mulai dari akademisi , marketers , brand , dan online seller. Dikarenakan semakin maraknya penggunaan Live Streaming didalam penjualan suatu produk.

Referensi: 70 (1981-2022)

Kata Kunci : Social Presence of Live Stream Platform , Social Presence of Viewer ,Social Presence of Streamer , Telepresence , Impulsive Buying Behaviour , Social Commerce , Tiktok

ABSTRACT

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THE INFLUENCE OF SOCIAL PRESENCE OF LIVESTREAMING PLATFORM , VIEWERS , STREAMERS , AND TELEPRESENCE TOWARDS IMPULSIVE BUYING BEHAVIOUR TOWARDS SKINTIFIC BRAND THROUGH CONSUMER TRUST FOR TIKTOK LIVE STREAMING CONSUMER IN SURABAYA

(xv+61 halaman; 17 gambar; 6 tabel; 1 lampiran)

Post pandemic situation has made business and human behavioral shifting (Hoekstra ,2020) adaptation is a new game that businessman and konsumen must endure whether from Online neither Offline Channels (Dekimpe Deeleeersnyder , 2022) New Trends have emerged from the society such as Online Meeting Services (Zoom and Gmeet) Onlie Shopping services or E-Commerce (Tokopedia, Shopee) and Social Media (Tiktok , IG , and Facebook).In the innovation process on Online Platform new methods has been discovered such as Live Stream Commerce that combines the best features from Social Media and E-Commerce in one application that enables consumer and sellers to interact through lively situation through live streaming.

Facing the new trend in using E-Commerce in fulfilling daily needs of Society such as Postpaid or Prepaid Services , clothing m cosmetic , and etc. Writers are curious to discover the influence toward Social Presence in Online Platford toward the growth of Trust in consumer , that leads toward Impulsive Buying Behaviour,. This esearch are done Quantitatively this research are done with Strucutural Equation Modelling with AMOS 22 Software. Samples were taken bthrough Purposive Sampling Method towards 120 consumer from Skintific brand that lives in Surabaya.

This research will contribute toward which factors in Social Presence and Consumer Trust that contributes to Impulsive Buying Behaviour action in consumer . Overall many stakeholders will be benefiting from this study result such as scholar , marketers , brand , and online seller , because the virality of this new trend and usage of Live Stream in market situation.

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