

ABSTRACT

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THE IMPACT OF TIKTOK LIVE STREAMING THAT AFFECTS CONSUMER DEMAND FOR PURCHASE: AMONG E-COMMERCE PLATFORM IN JABODETABEK

This research investigates the relationship between perceived value and purchase intention among individuals aged 18-35 residing in the Jabodetabek area of Indonesia, who actively engage with TikTok. Employing a quantitative approach, data collection is facilitated through an electronic questionnaire administered via Google Forms. Furthermore, the study seeks to ascertain the potential mediation effects of emotional pleasure and the moderating role of flow experience in shaping the association between perceived value and purchase intention.

Utilizing SmartPLS 4 software, both outer and inner model analyses are conducted, encompassing reliability and validity assessments, goodness-of-fit evaluations, predictive relevance examinations, P-values, T-statistics, R-square estimations, and assessments for common method bias. The research findings indicate a direct positive correlation between hedonic and utilitarian value and purchase intention. Moreover, this relationship is found to be mediated by emotional pleasure and flow experience.

This study contributes to the existing body of knowledge on the influence of hedonic value on purchase intention, particularly within the context of e-commerce in Indonesia. Additionally, it offers practical insights for e-commerce retailers seeking to enhance purchase intention among Indonesian consumers.

Keywords: Hedonic Value, Utilitarian value, Purchase Intention, Emotional pleasure, Flow experience, Indonesia

References: 148 (1967 - 2024)