

## ***ABSTRAK***

Steffani (02619230048)

EXPLORING THE DRIVERS OF IMPULSE BUYING BEHAVIOR ON SHOPEE LIVE AUDIENCES

(*xv + 130 halaman; 26 tabel; 9 gambar; 3 lampiran*)

*Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku pembelian impulsif pada audiens Shopee Live. Studi ini mengeksplorasi berbagai faktor, termasuk Impulse Buying Tendency, Shopping Enjoyment Tendency, Consumer Mood, Product Attributes, Website Quality, Marketing Stimuli, dan Social Influence, serta dampaknya terhadap perilaku pembelian impulsif. Data dikumpulkan dari 194 responden melalui survei online dengan teknik purposive sampling, dan dianalisis menggunakan PLS-SEM (Partial Least Squares Structural Equation Modeling). Hasil penelitian menunjukkan bahwa Impulse Buying Tendency, Consumer Mood, dan Marketing Stimuli secara signifikan memengaruhi perilaku pembelian impulsif, sementara Shopping Enjoyment Tendency, Product Attributes, Website Quality, dan Social Influence tidak menunjukkan pengaruh yang signifikan. Temuan ini memberikan wawasan penting bagi operator platform, pemasar, dan penjual yang ingin mengoptimalkan strategi mereka di Shopee Live dan platform serupa untuk meningkatkan perilaku pembelian impulsif.*

**Kata Kunci** : Impulse Buying Behavior, Shopee Live, PLS-SEM, Impulse Buying Tendency, Shopping Enjoyment Tendency, Consumer Mood, Product Attributes, Website Quality, Marketing Stimuli, Social Influence

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EXPLORING THE DRIVERS OF IMPULSE BUYING BEHAVIOR ON SHOPEE LIVE AUDIENCES

(xv + 130 pages; 26 tables; 9 figures; 3 appendices)

This research aims to analyze the factors influencing impulse buying behavior among Shopee Live audiences. The study explores various factors, including Impulse Buying Tendency, Shopping Enjoyment Tendency, Consumer Mood, Product Attributes, Website Quality, Marketing Stimuli, and Social Influence, and their effects on impulsive purchasing behavior. Data were collected from 194 respondents using an online survey, with purposive sampling, and analyzed through PLS-SEM (Partial Least Squares Structural Equation Modeling). The findings reveal that Impulse Buying Tendency, Consumer Mood, and Marketing Stimuli significantly influence impulse buying behavior, while Shopping Enjoyment Tendency, Product Attributes, Website Quality, and Social Influence do not have a significant effect. These results offer valuable insights for platform operators, marketers, and sellers aiming to optimize strategies on Shopee Live and similar platforms to boost impulse buying behavior.

Keywords: Impulse Buying Behavior, Shopee Live, PLS-SEM, Impulse Buying Tendency, Shopping Enjoyment Tendency, Consumer Mood, Product Attributes, Website Quality, Marketing Stimuli, Social Influence

