

ABSTRAK

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**“ANTESEDEN *ONLINE SHOPPING HAPPINESS* SERTA DAMPAKNYA
PADA *REPURCHASE INTENTION* DENGAN MODERASI *ONLINE
SHOPPING ANXIETY* DAN *INFLUENCER ATTRACTIVENESS* (STUDI
PADA *SKINCARE BRAND LOKAL*)”**

(xv; 233 halaman; 27 tabel; 10 gambar)

Penelitian ini bertujuan untuk menginvestigasi bagaimana *perceived streamer performance*, *perceived information quality*, *perceived product quality*, dan *perceived promotion benefit* memengaruhi *online shopping happiness* dalam konteks *live streaming commerce* untuk produk skincare lokal Indonesia. Selain itu, studi ini juga menguji bagaimana kebahagiaan saat berbelanja berdampak terhadap *repurchase intention* konsumen, serta peran moderasi dari *shopping anxiety* dan *influencer attractiveness* dalam memengaruhi hubungan tersebut. Penelitian ini berlandaskan pada kerangka *Stimulus, Organism, Response* (SOR) dan diperkuat oleh *Affective Heuristic Theory*, yang bersama-sama menjelaskan bagaimana rangsangan eksternal memicu reaksi afektif internal yang kemudian mendorong perilaku pembelian. Pengumpulan data dilakukan terhadap konsumen *live commerce* di Indonesia yang pernah mengikuti sesi *live shopping* di platform Shopee, khususnya pada tiga merek skincare lokal: Somethinc, Scarlett, dan Avoskin. Analisis dilakukan menggunakan teknik *Partial Least Squares Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa keempat stimulus pemasaran memiliki pengaruh positif signifikan terhadap *online shopping happiness*, yang secara langsung meningkatkan *repurchase intention*. Namun, pengaruh tersebut cenderung menurun ketika konsumen mengalami *shopping anxiety*, sementara *influencer attractiveness* tidak memberikan pengaruh moderasi yang signifikan. Penelitian ini memberikan kontribusi teoretis dan praktis dalam memahami loyalitas emosional konsumen dalam ekosistem *live streaming commerce*.

Kata kunci: *Live streaming; repurchase intention; shopping happiness; shopping anxiety; skincare products; SOR; affective heuristic theory*

ABSTRACT

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***"THE ANTECEDENTS OF ONLINE SHOPPING HAPPINESS AND ITS
EFFECT ON REPURCHASE INTENTION: THE MODERATING ROLES OF
ONLINE SHOPPING ANXIETY AND INFLUENCER ATTRACTIVENESS (A
STUDY OF LOCAL SKINCARE BRANDS)"***

(xv; 233 pages; 27 tables; 10 figures)

This study aims to investigate how perceived streamer performance, perceived information quality, perceived product quality, and perceived promotion benefit influence online shopping happiness in the context of live streaming commerce for local skincare products in Indonesia. It further examines how shopping happiness affects consumers' repurchase intention, along with the moderating roles of shopping anxiety and influencer attractiveness in this relationship. The study is grounded in the Stimulus, Organism, Response (SOR) framework, supported by Affective Heuristic Theory, which together explain how external stimuli trigger internal affective responses that drive purchasing behaviour. Data were collected from consumers who had participated in live shopping sessions on Shopee, focusing on three local skincare brands: Somethinc, Scarlett, and Avoskin. The analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that all four marketing stimuli significantly and positively affect online shopping happiness, which in turn strongly predicts repurchase intention. However, this relationship weakens when consumers experience shopping anxiety, while influencer attractiveness does not show a statistically significant moderating effect. This study contributes both theoretically and practically to the understanding of emotional consumer loyalty in the live streaming commerce ecosystem.

Keywords: Live streaming; repurchase intention; shopping happiness; shopping anxiety; skincare products; SOR; affective heuristic theory