

ABSTRAK

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ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI GENERASI Z PADA PLATFORM *LIVE COMMERCE* DI INDONESIA

(viii + 61 halaman: 6 gambar; 14 tabel; 4 lampiran)

Live commerce merupakan bentuk evolusi dari *e-commerce* yang menggabungkan fitur siaran langsung dengan interaktivitas digital untuk menciptakan pengalaman belanja *real-time*. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat beli Generasi Z di Indonesia dalam konteks platform *live commerce* menggunakan pendekatan *Social Cognitive Theory* (SCT). Dua kelompok utama variabel diuji, yaitu faktor lingkungan (*interactivity*, *information quality*, *critical mass*, *peer influence*) dan faktor individu (*hedonic outcome expectancy*, *utilitarian outcome expectancy*, *self-efficacy*). Penelitian dilakukan secara kuantitatif dengan menggunakan metode *Structural Equation Modeling - Partial Least Squares* (SEM-PLS) terhadap 365 responden Generasi Z yang pernah berbelanja melalui *live commerce*. Hasil analisis menunjukkan bahwa lima dari tujuh variabel berpengaruh positif dan signifikan terhadap niat beli, yaitu *information quality* ($p = 0,035$), *critical mass* ($p = 0,016$), *peer influence* ($p = 0,008$), *hedonic outcome expectancy* ($p = 0,011$), dan *self-efficacy* ($p = 0,000$), dengan *self-efficacy* menjadi faktor paling dominan. Sebaliknya, *interactivity* ($p = 0,537$) dan *utilitarian outcome expectancy* ($p = 0,564$) tidak menunjukkan pengaruh yang signifikan. Temuan ini memberikan wawasan penting bagi pelaku bisnis dalam merancang strategi pemasaran *live commerce* yang lebih efektif dan sesuai dengan preferensi Generasi Z.

Kata Kunci: *Live commerce*, Generasi Z, *Social Cognitive Theory*, niat beli, SEM-PLS

Referensi: 41 (2019-2024)

ABSTRACT

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ANALYSIS OF FACTORS INFLUENCING GENERATION Z'S PURCHASE INTENTION ON LIVE COMMERCE PLATFORMS IN INDONESIA

(viii + 61 pages; 6 figures; 14 tables; 4 appendices)

Live commerce is an evolution of e-commerce that integrates live streaming features with digital interactivity to create a real-time shopping experience. This study aims to analyze the factors influencing the purchase intention of Generation Z in Indonesia within the context of live commerce platforms using the Social Cognitive Theory (SCT) framework. Two main groups of variables were examined: environmental factors (interactivity, information quality, critical mass, peer influence) and personal factors (hedonic outcome expectancy, utilitarian outcome expectancy, self-efficacy). The research employed a quantitative approach using Structural Equation Modeling - Partial Least Squares (SEM-PLS) on a sample of 365 Generation Z respondents who had previously shopped via live commerce. The analysis results indicate that five out of seven variables have a positive and significant influence on purchase intention, namely information quality ($p = 0.035$), critical mass ($p = 0.016$), peer influence ($p = 0.008$), hedonic outcome expectancy ($p = 0.011$), and self-efficacy ($p = 0.000$), with self-efficacy emerging as the most dominant factor. Conversely, interactivity ($p = 0.537$) and utilitarian outcome expectancy ($p = 0.564$) do not show a significant effect. These findings provide valuable insights for businesses in designing more effective live commerce marketing strategies that align with Generation Z's preferences.

Keywords: *Live commerce, Generation Z, Social Cognitive Theory, purchase intention, SEM-PLS*

References: 41 (2019-2024)