

ABSTRAK

Indah Tri Sundari, 1950210048, PENGARUH SOCIAL PRESENCE TERHADAP AROUSAL UNTUK MENINGKATKAN IMPULSE BUYING PADA LIVE STREAMING E-COMMERCE (Studi Kasus Pengguna TikTok Live Shopping di Kab. Magetan).

Penelitian ini bertujuan untuk mengetahui pengaruh antara *social presence of broadcaster*, *social presence of viewers*, *social presence of live streaming* terhadap *impulse buying in live streaming e-commerce* melalui *arousal* pada pengguna *live streaming e-commerce* di Kabupaten Magetan, Jawa Timur. Responden penelitian ini adalah seluruh masyarakat Kabupaten Magetan, Provinsi Jawa Timur yang sudah pernah melakukan transaksi TikTok *live shopping* sejumlah 110 orang. Metode penarikan sampel pada penelitian ini menggunakan *Non Probability Sampling* dengan teknik *simple random sampling*. Teknik analisis yang digunakan adalah *Software Statistical Package for Social Science (SPSS) version 25.0 for Windows 10*, dan perangkat lunak Amos 24.0 dengan metode *Structural Equation Modeling (SEM)*. Hasil penelitian menunjukkan bahwa *social presence of broadcaster*, *social presence of viewers*, dan *arousal* secara simultan berpengaruh positif pada *impulse buying in live streaming e-commerce*. *Social presence of live streaming* tidak signifikan pada *arousal*.

Implikasi pada penelitian ini yaitu, seorang *broadcaster* harus menarik, memiliki ciri khas tersendiri yang bisa memberikan kejutan bagi *viewers*, sehingga mendapat antusias yang tinggi dari *viewers*. *Broadcaster* harus memiliki cara khas dalam menawarkan produk, dan cara berkomunikasi yang baik saat *live streaming*. Pengalaman, dan personalitas juga diperlukan. Promo yang menarik, diskon, *flash sale*, dengan waktu dan *stock* yang terbatas akan mendorong spontanitas dalam pembelian. *Broadcaster* berperan penting yang memberikan dorongan agar *viewers* membeli sekarang juga tanpa berpikir panjang.

Kata Kunci : *Social presence of broadcaster, social presence of viewers, social presence of live streaming, arousal, impulse buying in live streaming e-commerce*

ABSTRACT

Indah Tri Sundari, 1950210048, THE EFFECT OF SOCIAL PRESENCE ON AROUSAL TO INCREASE IMPULSE BUYING IN LIVE STREAMING E-COMMERCE (Case Study of TikTok Live Shopping Users in Magetan Regency).

This study aims to determine the influence between social presence of broadcasters, social presence of viewers, social presence of live streaming on impulse buying in live streaming e-commerce through arousal on e-commerce live streaming users in Magetan Regency, East Java. The respondents of this study are all people of Magetan Regency, East Java Province who have made TikTok live shopping transactions totaling 110 people. The sampling method in this study uses Non Probability Sampling with a simple random sampling technique. The analysis techniques used are Software Statistical Package for Social Science (SPSS) version 25.0 for Windows 10, and Amos 24.0 software with Structural Equation Modeling (SEM) method. The results showed that social presence of broadcasters, social presence of viewers, and arousal simultaneously had a positive effect on impulse buying in e-commerce live streaming. The social presence of live streaming is not significant on arousal.

The implication of this study is that a broadcaster must be interesting, have its own characteristics that can surprise viewers, so as to get high enthusiasm from viewers. Broadcasters must have a distinctive way of offering products, and a good way of communicating during live streaming. Experience, and personality are also necessary. Attractive promos, discounts, flash sales, with limited time and stock will encourage spontaneity in purchases. Broadcasters play an important role in encouraging viewers to buy now without thinking.

Key Words : *Social presence of broadcaster, social presence of viewers, social presence of live streaming, arousal, impulse buying in live streaming e-commerce*