

## ABSTRAK

### **Ainus Shoffiyah, 1950210059, PENGARUH *SOCIAL PRESENCE OF BROADCASTER*, *SOCIAL PRESENCE OF VIEWERS* DAN *SOCIAL PRESENCE OF LIVE STREAMING* SERTA MEDIASI *PLEASURE* TERHADAP *IMPULSE BUYING* DALAM *LIVE STREAMING* TIKTOK SHOP.**

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *social presence of broadcaster*, *social presence of viewers* dan *social presence of live streaming* serta pengaruh mediator *pleasure* terhadap pembelian impulsif dalam live streaming TikTok Shop. Penelitian dilakukan pada masyarakat Kabupaten Jepara yang pernah berbelanja di TikTok Shop saat *live streaming*. Responden penelitian berjumlah 160 responden. Metode penarikan sampel menggunakan teknik *nonprobability sampling* dengan metode *sampling insidental*. Teknik analisis data menggunakan *Structural Equation Modelling (SEM)* dengan bantuan AMOS 22.0.

Hasil penelitian menunjukkan bahwa *Social Presence of Broadcaster* memiliki pengaruh yang positif signifikan terhadap *Impulse Buying Live Streaming* dengan nilai *CR* (3,628>1,96) dengan nilai *P* (0,001<0,05). Variabel *Social Presence of Viewers* memiliki pengaruh yang negatif signifikan terhadap *Impulse Buying Live Streaming* dengan nilai *CR* (-3,745<1,96) dengan nilai *P* (0,001<0,05). Variabel *Social Presence of Live Streaming* memiliki pengaruh yang positif signifikan terhadap *Impulse Buying Live Streaming* dengan nilai *CR* (4,470>1,96) dengan nilai *P* (0,001<0,05). Pengaruh *Social Presence of Broadcaster* terhadap *Impulse Buying Live Streaming* melalui *Pleasure* memiliki nilai pengaruh langsung sebesar 0,458 lebih besar dibanding nilai pengaruh tidak langsung sebesar 0,027 sehingga variabel mediasi *Pleasure* tidak diperlukan. Pengaruh *Social Presence of Viewers* terhadap *Impulse Buying Live Streaming* melalui *Pleasure* memiliki nilai pengaruh langsung sebesar -1,575 lebih besar dibanding nilai pengaruh tidak langsung sebesar -0,048 sehingga variabel mediasi *Pleasure* tidak diperlukan. Pengaruh *Social Presence of Live Streaming* terhadap *Impulse Buying Live Streaming* melalui *Pleasure* memiliki nilai pengaruh langsung sebesar 0,916 lebih besar dibanding nilai pengaruh tidak langsung sebesar 0,192 sehingga variabel mediasi *Pleasure* tidak diperlukan.

**Kata Kunci :** *Social Presence, Pleasure, Impulse Buying on Live Streaming*

**ABSTRACT*****Ainus Shofiyah, 1950210059, PENGARUH SOCIAL PRESENCE OF BROADCASTER, SOCIAL PRESENCE OF VIEWERS DAN SOCIAL PRESENCE OF LIVE STREAMING SERTA MEDIASI PLEASURE TERHADAP IMPULSE BUYING DALAM LIVE STREAMING TIKTOK SHOP.***

*This research aims to find out the influence of social presence of broadcaster, social presence of viewers and social presence of live streaming as well as the influence of pleasure mediators on impulse purchases in TikTok Shop live streaming. Research was conducted on the people of Jepara Regency who had shopped at the TikTok Shop during live streaming. The research respondents totaled 160 respondents. The sampling method uses a nonprobability sampling technique with an incidental sampling method. The data analysis technique uses Structural Equation Modeling (SEM) with the help of AMOS 22.0.*

*The research results show that Social Presence of Broadcaster has a significant positive influence on Impulse Buying Live Streaming with a CR value (3.628>1.96) with a P value (0.001<0.05). The Social Presence of Viewers variable has a significant negative influence on Impulse Buying Live Streaming with a CR value (-3.745<1.96) with a P value (0.001<0.05). The Social Presence of Live Streaming variable has a significant positive influence on Impulse Buying Live Streaming with a CR value (4.470>1.96) with a P value (0.001<0.05). The influence of Social Presence of Broadcaster on Impulse Buying Live Streaming via Pleasure has a direct influence value of 0.458 which is greater than the indirect influence value of 0.027 so the mediating variable Pleasure is not needed. The influence of Social Presence of Viewers on Impulse Buying Live Streaming through Pleasure has a direct influence value of -1.575 which is greater than the indirect influence value of -0.048 so that the mediating variable Pleasure is not needed. The influence of Social Presence of Live Streaming on Impulse Buying Live Streaming through Pleasure has a direct influence value of 0.916 which is greater than the indirect influence value of 0.192 so the mediating variable Pleasure is not needed.*

**Keywords:** *Social Presence, Pleasure, Impulse Buying on Live Streaming*