

ABSTRAK

Tri Diyah Ayu Andini (2020310061), PENGARUH STRATEGI *HUNGER MARKETING* TERHADAP *PERCEIVED TRUST* UNTUK MENINGKATKAN PEMBELIAN IMPULSIF PADA *LIVE E-COMMERCE SHOPEE* (studi kasus pada IPNU-IPPNU Kabupaten Kudus).

Penelitian ini dilakukan untuk mengetahui pengaruh *hunger marketing* yang meliputi *anchor characteristic*, *online comment*, *logistic service quality*, dan *promotion incentive information* terhadap *perceived trust* untuk meningkatkan pembelian impulsif pada *live streaming shopee*. Penelitian ini menggunakan sampel 200 responden yang ditujukan kepada anggota IPNU IPPNU Kabupaten Kudus yang telah melakukan pembelian di *live streaming e-commerce shopee*. Penarikan sampel dipenelitian ini menerapkan metode *probability sampling* dengan teknik *simple random*. Teknik analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) dengan bantuan program AMOS versi 24.0. Hasil dari penelitian ini menunjukkan bahwasannya variabel *anchor characteristic* tidak berpengaruh positif dan signifikan terhadap *perceived trust* sementara variabel *online comment*, *logistic service quality*, dan *promotion incentive information* berpengaruh positif dan signifikan terhadap *perceived trust*, serta *perceived trust* juga berpengaruh positif dan signifikan terhadap *impulsive buying behavior*, artinya bahwasannya beberapa faktor tersebut dapat memengaruhi *hunger marketing* terhadap *perceived trust* guna meningkatkan pembelian impulsif pada *live streaming e-commerce shopee*.

Kata Kunci: *Hunger Marketing; Perceived Trust; Impulsive Buying Behavior.*

ABSTRACT

Tri Diyah Ayu Andini (2020310061), THE INFLUENCE OF HUNGER MARKETING STRATEGIES ON PERCEIVED TRUST TO INCREASE IMPULSIVE BUYING ON SHOPEE E-COMMERCE LIVE STREAMING (studi kasus pada IPNU-IPPNU Kabupaten Kudus).

This research was conducted to determine the effect of hunger marketing which includes anchor characteristic, online comment, logistic service quality, and promotion incentive information on perceived trust to increase impulse purchases on shopee live streaming. This research used a sample of 200 respondents aimed at IPNU IPPNU Kudus Regency members who had made purchases on shopee e-commerce live streaming. The sample collection in this study used a probability sampling method with a simple random technique. The data analysis technique used in this research is Structural Equation Modelling (SEM) with the help of the AMOS program version 24.0. the result of this research show that the anchor characteristic variable does not have a positive and significant effect on perceived trust, while the online comment, logistic service quality, and promotion incentive information variable have a positive and significant effect on impulse buying behavior, meaning that several of these factors can influence hunger marketing on perceived trust to increase impulse purchases on Shopee e-commerce live streaming.

Keywords: *Hunger Marketing; Perceived Trust; Impulsive Buying Behavior.*