

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming* di *e-commerce* terhadap perilaku konsumen produk kosmetik. Model SOR (*Stimulus – Organism – Response*) diterapkan untuk menguji efek dari beberapa kelebihan *live streaming* dalam membentuk berbagai perilaku konsumen. Studi *cross sectional* dilakukan selama bulan April 2022 dengan menyebarkan kuesioner secara daring melalui media-media sosial seperti Whatsapp, Facebook, Twitter, dan Instagram. Kuesioner mengukur 8 variabel dengan 4 butir pertanyaan berskala Likert 1 – 5 untuk tiap variabel. Sebanyak 160 responden yang memenuhi kriteria telah berpartisipasi. Hasil penelitian menunjukkan bahwa model pengukuran memenuhi kriteria validitas konvergen (*outer loading* = 0,706 – 0,853; AVE = 0,553 – 0,627), validitas diskriminan ( $\sqrt{AVE}$  = 0,743 – 0,792 & maks korelasi antar variabel = 0,388; rasio HTMT = 0,090 – 0,499), dan reliabilitas internal ( $\alpha$  = 0,729 – 0,805; CR = 0,831 – 0,870). Model secara keseluruhan memiliki tingkat ketepatan yang moderat (GoF = 0,305). *Streamer attractiveness* tidak berpengaruh terhadap *cognitive assimilation* namun berpengaruh positif terhadap *arousal*. *Para-social interaction* berpengaruh positif terhadap *cognitive assimilation* maupun *arousal*. *Information quality* berpengaruh positif terhadap *cognitive assimilation*. *Cognitive assimilation* berpengaruh positif terhadap *hedonic consumption* dan *impulsive consumption* namun tidak berpengaruh terhadap *social sharing*. Adapun *arousal* berpengaruh positif terhadap ketiga bentuk perilaku konsumen. Secara umum dapat disimpulkan bahwa beberapa kelebihan *live streaming* seperti daya tarik tinggi dari *streamer*, adanya interaksi para-sosial, dan kualitas informasi yang baik, memiliki kontribusi yang signifikan dalam mendorong konsumen untuk melakukan pembelian hedonis, pembelian impulsif, dan berbagi pengalaman belanja melalui *live streaming* kepada orang lain.

**Kata kunci:** *live streaming*, *e-commerce*, perilaku konsumen, kosmetik

## ABSTRACT

This research was aimed to identify the effect of live streaming in cosmetic products' e-commerce towards customer behaviors. Model of SOR (Stimulus – Organism – Response) was applied to examine the effect of live streaming advantages on the determination of several customer behaviors. A cross sectional study was conducted in April 2022 by distributing questionnaires online via social media platforms such Whatsapp, Facebook, Twitter, and Instagram. A questionnaire measures 8 variables with 4 5-points Likert scaled question items per variable. 160 respondents who meet the criteria were participated. The research results show that the measurement model meets the criteria of convergent validity (outer loading = 0.706 – 0.853; AVE = 0.553 – 0.627), discriminant validity ( $\sqrt{AVE}$  = 0.743 – 0.792 & the highest value of inter-variables correlations = 0.388; HTMT ratio = 0.090 – 0.499), and internal reliability ( $\alpha$  = 0.729 – 0.805; CR = 0.831 – 0.870). Overall model has moderate goodness of fit (GoF = 0.305). Streamer attractiveness doesn't affect cognitive assimilation but positively affects arousal. Para-social interaction positively affects cognitive assimilation and arousal. Information quality positively affects cognitive assimilation. Cognitive assimilation positively affects hedonic consumption and impulsive consumption but doesn't affect social sharing. Arousal positively affects all three customer behaviors. Generally we can conclude that live streaming advantages i.e. highly attractive streamer, existing of para-social interaction, and good information quality, have significant contribution in encouraging customers to make hedonic consumption, impulsive consumption, and share experience in live streaming commerce to others.

**Keywords:** live streaming, e-commerce, customer behavior, cosmetic