

INTISARI

Live streaming commerce merupakan fenomena baru dalam dunia bisnis. Tujuan utama dalam penelitian ini adalah mengkaji pengaruh karakteristik *live streaming* TikTok Shop (*visual appeal*, *platform trust*, dan *streamer attractiveness*) terhadap niat beli pelanggan melalui *perceived usability* dan *social presence of live streaming* berdasarkan kerangka *stimulus-organism-response* (SOR). Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner *online*. Responden penelitian sebanyak 144 pengguna aktif TikTok Indonesia. Data penelitian ini dianalisis dengan menggunakan *software* SmartPLS 4.0 dengan metode *structural equation modelling* (SEM). Temuan penelitian ini menunjukkan bahwa stimulus saat *live streaming* (*visual appeal*, *platform trust*, *streamer attractiveness*) memengaruhi keadaan kognitif pelanggan (*perceived usability*, *social presence of live streaming*) terhadap niat beli pelanggan. Temuan ini menjelaskan bahwa karakteristik *live streaming commerce* memengaruhi niat beli pelanggan di TikTok Shop. Penelitian ini berkontribusi pada pemahaman kerangka S-O-R dalam konteks *live streaming commerce* yang memengaruhi niat beli pelanggan. Penelitian ini memberikan rekomendasi kepada penjual untuk menggunakan *live streaming* sebagai alat promosi sehingga menciptakan pengalaman baru saat berbelanja.

Kata Kunci: *Live streaming*, *stimulus-organism-response*, niat beli pelanggan

ABSTRACT

Live streaming commerce is a new phenomenon in the business world. The main objective of this study is to examine the influence of the live-streaming characteristics of the TikTok Shop (visual appeal, platform trust, and streamer attractiveness) on customer purchase intentions through perceived usability and social presence of live streaming based on the stimulus-organism-response (SOR) framework. This study uses a quantitative approach by distributing online questionnaires. The research respondents were 144 active Indonesian TikTok users. The research data were analyzed using SmartPLS 4.0 software using the Structural Equation Modeling (SEM) method. The findings of this study indicate that the stimulus during live streaming (visual appeal, platform trust, streamer attractiveness) affects the cognitive state of customers (perceived usability, social presence of live streaming) on customer purchase intentions. These findings explain that the characteristics of live-streaming commerce affect customer purchase intentions at the TikTok Shop. This research contributes to understanding the S-O-R framework in the context of live-streaming commerce that influences customer purchase intentions. This research provides recommendations to sellers using live streaming as a promotional tool so as to create a new experience when shopping

Keywords: Live streaming, stimulus-organism-response, purchase intention