

Abstrak

Media komunikasi pemasaran baru terus bermunculan seiring perkembangan teknologi dan pergeseran perilaku konsumen, termasuk TikTok *live shopping*. TikTok *live shopping* merupakan bentuk pendekatan *shoppertainment* di *social commerce* TikTok yang mengintegrasikan konten *live streaming* dan fitur belanja. Pendekatan ini didesain untuk menginspirasi konsumen agar dengan mudah beralih dari tahap penemuan, ke pertimbangan, hingga akhirnya memutuskan pembelian. Penelitian ini dilakukan untuk mengetahui pengaruh TikTok *live shopping* terhadap perilaku pembelian impulsif generasi Z Indonesia ditinjau dari perspektif teori *uses and gratification*. Peneliti menggunakan pengalaman *flow* sebagai variabel penghubung yang memediasi pengaruh gratifikasi utilitarian, gratifikasi hedonik, dan gratifikasi sosial TikTok *live shopping* terhadap perilaku pembelian impulsif. Penelitian dilakukan dengan pendekatan kuantitatif dan metode survei. Pengumpulan data dilakukan melalui kuesioner yang disebarkan kepada 439 responden dari kelompok usia generasi Z di Indonesia. Data yang terkumpul diolah menggunakan aplikasi SPSS. Hasil penelitian menunjukkan bahwa gratifikasi utilitarian, gratifikasi hedonik, dan gratifikasi sosial TikTok *live shopping* terbukti berpengaruh terhadap perilaku pembelian impulsif. Pengalaman *flow* juga ditemukan memberikan peran penting dalam memediasi hubungan tersebut dan memperbesar pengaruh yang diberikan masing-masing gratifikasi terhadap perilaku pembelian impulsif.

Kata kunci: *Live Shopping*, Teori *Uses and Gratification*, Pengalaman *Flow*, Perilaku Pembelian Impulsif, Generasi Z, TikTok

Abstract

New marketing communication media continue to emerge along with technological developments and shifting consumer behavior, including TikTok live shopping. TikTok live shopping is a form of shoppertainment approach in TikTok social commerce that integrates live streaming content and shopping features. This approach is designed to inspire consumers to easily switch from the discovery stage to the consideration stage and finally make a purchase decision. This study aims to understand the effect of TikTok live on the impulsive buying behavior of Generation Z in Indonesia from the uses and gratification theory perspective. The researcher uses the flow experience as an intervening variable that mediates the influence of utilitarian gratification, hedonic gratification, and social gratification of TikTok live shopping on impulsive buying behavior. The study was conducted using a quantitative approach and survey method. Data was collected through questionnaires distributed to 439 respondents from the Generation Z age group in Indonesia. The data was analyzed using the SPSS application. The results showed that utilitarian gratification, hedonic gratification, and social gratification of TikTok live shopping have a significant influence on impulsive buying behavior. Flow experience was also found to play an important role in mediating these relationships and magnifying the influence of each gratification on impulsive buying behavior.

Keywords: *Live Shopping, Uses and Gratification Theory, Flow Experience, Impulsive Buying Behavior, Generation Z, TikTok*