

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penyematan iklan yang memengaruhi niat pembelian dalam *Short-form Video* (SFV) Tiktok di Indonesia. Iklan yang disematkan dalam *Short-form Video* (SFV) atau aplikasi video berdurasi pendek. Menyematkan video iklan di tengah-tengah hiburan yang terfragmentasi memberikan titik kontak baru untuk menjangkau dan memengaruhi calon konsumen. Penelitian ini adalah penelitian kuantitatif dengan jenis *explanatory research*. Penelitian ini menggunakan ukuran sampel sebesar 272 responden dengan metode pengumpulan data menggunakan angket. Analisis data menggunakan alur metode penelitian *Structural Equation Model Partial Least Square* (SEM-PLS).

Hasil penelitian menunjukkan bahwa *desire to postpone closure* (DPC) memiliki hubungan positif dan signifikan terhadap niat beli konsumen, relevansi produk memiliki hubungan positif dan signifikan terhadap *desire to postpone closure* (DPC), relevansi produk memiliki hubungan positif dan signifikan terhadap niat beli konsumen, interaksi sosial tidak memiliki hubungan positif dan tidak signifikan terhadap *desire to postpone closure* (DPC), keterjangkauan hiburan memiliki hubungan negatif dan tidak signifikan terhadap *desire to postpone closure* (DPC), visibilitas produk memiliki hubungan positif dan signifikan terhadap *desire to postpone closure* (DPC), rekomendasi memiliki hubungan positif dan signifikan terhadap *desire to postpone closure* (DPC), serta keterjangkauan rekomendasi berpengaruh signifikan terhadap relevansi produk.

Kata Kunci: *Desire to Postpone Closure (DPC), Niat Beli, Relevansi Produk, Interaksi Sosial, Hiburan, Visibilitas Produk, Rekomendasi.*

ABSTRACT

This study aims to analyse the advertising embedding that influences purchase intentions in Tiktok's Short-form Video (SFV) in Indonesia. Ads embedded in Short-form Video (SFV) or short-form video applications. Embedding advertising videos in the midst of fragmented entertainment provides new touchpoints to reach and influence potential consumers. This research is a quantitative research with explanatory research type. This study used a sample size of 272 respondents with a data collection method using a questionnaire. Data analysis uses the Structural Equation Model Partial Least Square (SEM-PLS) research method flow.

The results showed that desire to postpone closure (DPC) has a positive and significant relationship to consumer purchase intention, product relevance has a positive and significant relationship to desire to postpone closure (DPC), product relevance has a positive and significant relationship to consumer purchase intention, social interaction has no positive and insignificant relationship to desire to postpone closure (DPC), entertainment affordability has a negative and insignificant relationship to desire to postpone closure (DPC), product visibility has a positive and significant relationship to desire to postpone closure (DPC), recommendation has a positive and significant relationship to desire to postpone closure (DPC), and the affordability of recommendations has a significant effect on product relevance.

Keywords: Desire to Postpone Closure (DPC), Purchase Intention, Product Relevance, Social Interaction, Entertainment, Product Visibility, Recommendation