



## INTISARI

Siaran langsung telah menjadi alternatif bagi toko daring untuk mempromosikan produknya. Penyiar langsung berperan sebagai perwakilan toko daring yang mempromosikan produk kepada penonton berperan penting untuk mendorong niat pembelian produk sehingga setiap aspek pada penyiar langsung harus diperhatikan, termasuk karakternya. Ada empat jenis karakter yang dianalisis pengaruhnya pada niat pembelian, karakter menarik, karakter populer, karakter penunjang harga, dan karakter responsif. Selain itu, turut dianalisis apakah mediasi keterlibatan merek dan moderasi citra merek mampu mempengaruhi hubungan penyiar langsung dengan niat pembelian.

Penelitian menggunakan pendekatan kuantitatif dengan sampel responden warga negara Indonesia yang pernah menjadi penonton siaran langsung dan memiliki kesan pada (minimal satu) siaran langsung. Terdapat 260 responden yang jawaban kuesionernya diolah menggunakan perangkat SPSS. Penelitian ini menggunakan teori Stimulus-Organism-Respons sebagai landasan teori. Hasil penelitian menunjukkan bahwa karakter menarik tidak dapat mempengaruhi niat pembelian, baik dengan maupun tanpa bantuan mediasi keterlibatan merek dan moderasi citra merek. Di sisi lain, karakter populer mampu mempengaruhi niat pembelian secara positif, baik dengan maupun tanpa bantuan mediasi keterlibatan merek dan moderasi citra merek. Terakhir, karakter penunjang harga adalah karakter yang memberikan pengaruh positif paling besar kepada niat pembelian.

**Kata kunci:** siaran langsung, teori Stimulus-Organism-Respons, niat pembelian, karakter menarik, karakter populer, karakter penunjang harga, karakter responsif, keterlibatan merek, citra merek



## ABSTRACT

Live broadcasts have become an alternative for online stores to promote their products. Live streamers act as representatives of online stores who promote products to viewers and play an important role in encouraging product purchase intentions, so every aspect of the live streamers must be considered, including their characters. There are four types of characters that are analyzed for their influence on purchase intentions, attractive character, popular character, price support character, and responsive character. In addition, it was also analyzed whether brand engagement mediation and brand image moderation were able to influence the relationship between live streamers and purchase intentions.

The study used a quantitative approach with a sample of Indonesian citizens who had been viewers of live broadcasts and had an impression of (at least one) live broadcast. There were 260 respondents whose questionnaire answers were processed using SPSS. This study uses the Stimulus-Organism-Response theory as a theoretical basis. The results of the study showed that attractive character could not influence purchase intentions, either with or without the help of brand engagement mediation and brand image moderation. On the other hand, popular character were able to positively influence purchase intentions, both with and without the help of brand engagement mediation and brand image moderation. Finally, price support character were the characters that had the greatest positive influence on purchase intentions.

**Keyword:** live broadcast, Stimulus-Organism-Response theory, purchase intention, attractive character, popular character, price support character, responsive character, brand engagement, brand image



**Pengaruh Karakter Penyiar Langsung terhadap Niat Pembelian Penonton di Shopee**  
NABILA FIKRIA SANTOSO, Rokhima Rostiani, SE, M.Mgt.  
Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS  
GADJAH MADA