

**ANALISIS FAKTOR-FAKTOR YANG MENDORONG PEMBELIAN
IMPULSIF PADA PRODUK BASRENG (BAKSO GORENG) MELALUI
LIVE STREAMING SHOPPING: STUDI KONSUMEN GENERASI Z**

INTISARI

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Live streaming shopping di Indonesia telah mengalami perkembangan pesat dalam beberapa tahun terakhir, menciptakan peluang baru bagi penjual produk di *e-commerce*, termasuk produk camilan seperti bakso goreng (basreng). Generasi Z, yang memiliki daya beli tinggi dan kebiasaan belanja online yang kuat, menjadi target konsumen potensial yang sangat menjanjikan dalam platform ini. Penelitian ini bertujuan untuk menguji pengaruh stimulus selama sesi *live streaming*, seperti tampilan visual, *streamer*, ketersediaan terbatas, dan penawaran khusus terhadap emosi positif, serta dampaknya terhadap pembelian impulsif produk basreng. Menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS), penelitian ini melibatkan 154 responden. Hasil penelitian menunjukkan bahwa tampilan visual, *streamer*, serta penawaran khusus berpengaruh signifikan terhadap emosi positif yang mendorong pembelian impulsif, sementara ketersediaan terbatas tidak memiliki pengaruh signifikan. Emosi positif berperan sebagai mediator dalam hubungan antara tampilan visual, *streamer*, dan penawaran khusus terhadap pembelian impulsif. Berdasarkan temuan ini, strategi penjualan produk basreng melalui *live streaming* dapat dioptimalkan dengan menonjolkan tiga aspek utama: tampilan visual yang menarik, peran aktif dari *streamer*, dan penawaran khusus seperti diskon, *cashback*, dan gratis ongkir. Ketiga faktor ini terbukti efektif dalam membangkitkan emosi positif dan mendorong keputusan pembelian impulsif pada konsumen Generasi Z.

Kata Kunci: Bakso goreng (basreng), *Live streaming shopping*, Generasi Z, Pembelian impulsif, SEM-PLS.

**AN ANALYSIS OF FACTORS INFLUENCING IMPULSIVE PURCHASES
OF BASRENG (FRIED MEATBALLS) THROUGH LIVE STREAMING
SHOPPING: A STUDY ON GENERATION Z CONSUMERS**

ABSTRACT

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Live streaming shopping in Indonesia has rapidly grown in recent years, creating new opportunities for sellers of products on e-commerce platforms, including snack products such as fried meatballs (basreng). Generation Z, with its high purchasing power and strong online shopping habits, has become a highly promising target market on this platform. This study aims to examine the influence of stimuli during live streaming sessions, such as visual display, streamer, limited availability, and special offers on positive emotions and their impact on impulsive purchasing of basreng products. Using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, this study involved 154 respondents. The results indicate that visual display, streamer, and special offers have a significant effect on positive emotions that drive impulsive purchases, while limited availability did not have a significant effect. Positive emotions act as a mediator in the relationship between visual display, streamer, and special offers on impulsive purchasing. Based on these findings, the sales strategy for basreng products through live streaming can be optimized by emphasizing three main aspects: an attractive visual display, an active and credible role of the streamer, and special offers such as discounts, cashback, and free shipping. These three factors are proven to be effective in generating positive emotions and encouraging impulsive purchasing decisions among Generation Z consumers.

Keywords: Fried meatballs (basreng), Live streaming shopping, Generation Z, Impulsive purchasing, SEM-PLS