

INTISARI

Penelitian ini bertujuan untuk menganalisis peran motivasi keterlibatan konsumen dalam *social commerce* terhadap dorongan pembelian impulsif, dengan mempertimbangkan peran mediasi identifikasi konsumen terhadap merek (platform) serta moderasi persepsi risiko sosial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) terhadap data yang dikumpulkan dari pengguna TikTok Shop di Indonesia. Motivasi keterlibatan dalam *social commerce* dimodelkan sebagai konstruk *second-order* yang terdiri atas enam dimensi, yaitu keintiman merek, perencanaan belanja, hiburan, keuntungan kanal, remunerasi, dan pelarian psikologis.

Hasil penelitian menunjukkan bahwa keenam dimensi motivasi keterlibatan berpengaruh signifikan terhadap keterlibatan konsumen dalam *social commerce*. Selanjutnya, motivasi keterlibatan terbukti berpengaruh signifikan terhadap dorongan pembelian impulsif. Namun demikian, identifikasi konsumen terhadap merek tidak terbukti memediasi hubungan antara motivasi keterlibatan dan dorongan pembelian impulsif. Selain itu, persepsi risiko sosial tidak berperan sebagai moderator dalam hubungan tersebut.

Temuan ini mengindikasikan bahwa perilaku pembelian impulsif dalam konteks *social commerce* lebih dipengaruhi oleh pengalaman fungsional, emosional, dan utilitarian yang dirasakan konsumen dibandingkan oleh keterikatan identitas terhadap platform maupun kekhawatiran akan penilaian sosial. Penelitian ini memberikan implikasi teoritis dengan memperkaya literatur *social commerce* terkait peran motivasi keterlibatan sebagai penggerak utama perilaku impulsif, serta implikasi praktis bagi pelaku bisnis digital dalam merancang strategi keterlibatan konsumen yang berfokus pada pengalaman belanja yang efektif, menarik, dan bernilai.

Kata kunci: *social commerce*, motivasi keterlibatan konsumen, pembelian impulsif, identifikasi konsumen dengan merek, persepsi risiko sosial, TikTok Shop.

ABSTRACT

This study aims to analyze the role of consumer engagement motivation in social commerce on impulse buying behavior, by considering the mediating role of consumer–brand identification (platform-based) and the moderating role of perceived social risk. This research employs a quantitative approach using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method on data collected from TikTok Shop users in Indonesia. Engagement motivation in social commerce is modeled as a second-order construct consisting of six dimensions, namely brand intimacy, shopping planning, entertainment, channel advantage, remuneration, and escapism.

The results indicate that all six dimensions of engagement motivation significantly influence consumer engagement in social commerce. Furthermore, engagement motivation is proven to have a significant effect on impulse buying behavior. However, consumer–brand identification does not mediate the relationship between engagement motivation and impulse buying. In addition, perceived social risk does not function as a moderator in this relationship.

These findings suggest that impulse buying behavior in the context of social commerce is more strongly driven by consumer’s functional, emotional, and utilitarian experiences than by identity attachment to the platform or concerns about social evaluation. This study contributes theoretically by enriching the social commerce literature, particularly regarding the role of engagement motivation as a primary driver of impulse buying behavior. Practically, the findings offer implications for digital business practitioners in designing consumer engagement strategies that focus on creating effective, appealing, and value-driven shopping experiences.

Keywords: social commerce, consumer engagement motivation, impulse buying, consumer–brand identification, perceived social risk, TikTok Shop.