

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *IT affordance* dalam perdagangan tayangan langsung yang membentuk niat beli ulang konsumen pada kanal Shopee Live melalui dua jalur psikologis, yaitu diagnostisitas persepsian dan jarak psikologis. Penelitian ini secara spesifik menguji pengaruh visibilitas, informasi insentif promosi, kehadiran sosial, interaktivitas, presentasi diri, dan hiburan pada diagnostisitas persepsian dan jarak psikologis, serta pengaruh diagnostisitas persepsian dan jarak psikologis pada niat beli ulang.

Pendekatan yang dilakukan dalam penelitian ini ialah kuantitatif dengan metode survei. Sampel yang digunakan terdiri dari 258 responden yang memenuhi kriteria minimal 18 tahun dan pernah melakukan pembelian melalui Shopee Live dalam kurun waktu tiga bulan terakhir. Proses analisis data dilakukan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui perangkat lunak SmartPLS 4, dengan menerapkan prosedur *bootstrapping* untuk menguji tingkat signifikansi hubungan antar variabel.

Hasil pengujian hipotesis dalam penelitian ini menunjukkan bahwa visibilitas, kehadiran sosial, dan interaktivitas berpengaruh positif signifikan pada diagnostisitas persepsian, sementara itu informasi insentif promosi serta presentasi diri tidak menunjukkan pengaruh yang signifikan pada diagnostisitas persepsian. Selain itu, kehadiran sosial, presentasi diri, dan hiburan terbukti berpengaruh negatif signifikan pada jarak psikologis, sedangkan interaktivitas pada jarak psikologis tidak terbukti berpengaruh signifikan. Selanjutnya, hasil menunjukkan bahwa diagnostisitas persepsian berpengaruh positif signifikan pada niat beli ulang, sedangkan jarak psikologis berpengaruh negatif signifikan pada niat beli ulang.

Kata kunci: perdagangan tayangan langsung, Shopee Live, *IT affordance*, visibilitas, informasi insentif promosi, kehadiran sosial, interaktivitas, presentasi diri, hiburan, diagnostisitas persepsian, jarak psikologis, niat beli ulang.

ABSTRACT

This study aims to analyze the effect of IT affordances in live streaming commerce that shape consumers' repurchase intention on the Shopee Live channel through two psychological pathways, namely perceived diagnosticity and psychological distance. Specifically, the study examines the effects of visibility, promotion incentive information, social presence, interactivity, self presentation, and entertainment on perceived diagnosticity and psychological distance, as well as the effects of perceived diagnosticity and psychological distance on repurchase intention.

A quantitative approach with a survey method was employed in this research. The sample consisted of 258 respondents who were at least 18 years old and had made a purchase through Shopee Live within the last three months. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software, applying the bootstrapping procedure to test the significance of the relationships between variables.

The hypothesis testing results indicate that visibility, social presence, and interactivity have a positive and significant effect on perceived diagnosticity, while promotion incentive information and self presentation do not show a significant effect on perceived diagnosticity. In addition, social presence, self presentation, and entertainment are found to have a negative and significant effect on psychological distance, whereas interactivity does not have a significant effect on psychological distance. Furthermore, the findings show that perceived diagnosticity has a positive and significant effect on repurchase intention, while psychological distance has a negative and significant effect on repurchase intention.

Keywords: *live commerce, Shopee Live, IT affordances, visibility, promotion incentive information, social presence, interactivity, self presentation, entertainment, psychological distance, perceived diagnosticity, repurchase intention.*