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STIMULUS DIGITAL DAN PERILAKU IMPULSIF DI TIKTOK LIVE: PERAN MEDIASI PERSEPSI NILAI DALAM MODEL S-O-R
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ABSTRAK

Studi ini bertujuan untuk menganalisis pengaruh isyarat kelangkaan dan faktor interaksi di TikTok Live terhadap pembelian impulsif menggunakan kerangka Stimulus–Organisme–Respons (SOR). Model penelitian mencakup lima variabel stimulus: keterbatasan waktu, keterbatasan stok, responsivitas, dan empati dengan persepsi nilai sebagai variabel mediasi dan pembelian impulsif sebagai variabel respons.

Riset yang dilakukan mengimplementasikan pendekatan kuantitatif dengan metode survei dan purposive sampling pada 230 responden berusia di atas 18 tahun yang telah melakukan pembelian di TikTok Shop serta pernah menyaksikan TikTok Live dalam tiga bulan terakhir. Data dianalisis menggunakan PLS-SEM melalui SmartPLS."

Riset mengungkapkan bahwa urgensi waktu, keterbatasan produk, interaksi tatap muka virtual, dan kepedulian *host* terbukti mendorong peningkatan persepsi nilai sekaligus perilaku belanja spontan konsumen. Persepsi nilai juga berkontribusi langsung terhadap pembelian impulsif dan mampu menjembatani hubungan antar variabel. Sebaliknya, ketanggapan *host* tidak memberikan dampak berarti terhadap kedua variabel tersebut dalam jalur apapun. Hal ini memperkuat gagasan bahwa kesan nilai yang tercipta dari suasana kelangkaan dan kedekatan interaksi menjadi katalis utama keputusan belanja tak terencana di ekosistem TikTok Live.

Kata kunci: Periode Waktu Terbatas, Periode Kuantitas Terbatas, Interaksi Waktu Nyata, Daya Tanggap, Empati, Nilai yang Dirasakan, Pembelian Impulsif, TikTok Live, S-O-R.

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ABSTRACT

This study aims to analyze the influence of scarcity and interaction factors in TikTok Live on impulsive buying using the Stimulus–Organism–Response (SOR) framework. The research model includes five stimulus variables: limited time period, limited quantity period, real-time interaction, responsiveness, and empathy, with perceived value as the mediating variable and impulsive buying as the response variable.

The research that was conducted implements a quantitative approach with survey method and purposive sampling upon 230 respondents aged above 18 years who have performed purchases at TikTok Shop as well as have witnessed TikTok Live within the last three months. Data was analyzed utilizing PLS-SEM through SmartPLS.

The research unveils that time urgency, product scarcity, virtual face-to-face interaction, and host attentiveness are proven to propel the escalation of value perception simultaneously with spontaneous shopping behavior of consumers. Value perception also contributes directly toward impulsive purchasing and is capable of bridging the relationship among variables. Conversely, host responsiveness does not provide meaningful impact toward both said variables within any pathway whatsoever. This matter strengthens the notion that the value impression that is created from the atmosphere of scarcity and interaction intimacy becomes the primary catalyst of unplanned shopping decisions within the TikTok Live ecosystem.

Keywords: Limited Time Period, Limited Quantity Period, Real-Time Interaction, Responsiveness, Empathy, Perceived Value, Impulsive Buying, TikTok Live, S-O-R.