

ABSTRAK

Rahma Putri Amelia (3012221111)

Pengaruh *Live Streaming*, *Flash Sale*, dan *Free Shipping* terhadap *Impulsive Buying* dengan *Shopping Enjoyment* sebagai Variabel Mediasi pada Mahasiswa Pengguna TikTok Shop

xvi + 141 halaman

Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming*, *flash sale*, dan *free shipping* terhadap *impulsive buying* serta *shopping enjoyment* pada mahasiswa pengguna TikTok Shop. Penelitian ini juga dilakukan untuk menguji peran *shopping enjoyment* sebagai variabel mediasi dalam menghubungkan pengaruh ketiga stimulus pemasaran tersebut terhadap *impulsive buying*.

Metode yang digunakan dalam penelitian ini adalah kuantitatif. Populasi penelitian fokus pada mahasiswa pengguna TikTok Shop dengan sampel sebanyak 310 responden. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling* melalui penyebaran kuesioner secara daring. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan *software* SmartPLS 4.

Hasil penelitian menunjukkan seluruh hipotesis diterima karena semua jalur hubungan antar-variabel memiliki t-statistik $> 1,96$ dan *p-value* $< 0,05$. Stimulus *live streaming*, *flash sale*, dan *free shipping* terbukti berpengaruh positif dan signifikan terhadap *shopping enjoyment* dan *impulsive buying*, dengan *shopping enjoyment* sukses berperan sebagai variabel mediasi. Nilai koefisien determinasi (R^2) menunjukkan model penelitian mampu menjelaskan 52,2% variasi *shopping enjoyment* dan 61,2% variasi *impulsive buying*. Temuan ini menegaskan pentingnya menciptakan pengalaman belanja yang menyenangkan untuk mendorong mahasiswa melakukan pembelian impulsif di platform *social commerce* seperti TikTok Shop.

Kata kunci : *Live Streaming*, *Flash Sale*, *Free Shipping*, *Impulsive Buying*, *Shopping Enjoyment*, TikTok Shop

Referensi : 12 buku, 65 artikel jurnal, dan 3 sumber daring

ABSTRACT

Rahma Putri Amelia (3012221111)

The Influence of Live Streaming, Flash Sales, and Free Shipping on Impulsive Buying with Shopping Enjoyment as a Mediating Variable among University Students Using TikTok Shop

xvi + 141 page

This study aims to determine the influence of live streaming, flash sale, and free shipping on impulsive buying and shopping enjoyment among university students using TikTok Shop. This research was also conducted to examine the role of shopping enjoyment as a mediating variable linking the influence of these three marketing stimuli to impulsive buying.

This study employs a quantitative method. The research population focused on university students who use TikTok Shop, with a total sample of 310 respondents. The sampling technique utilized non-probability sampling via a purposive sampling method with online questionnaires for data collection. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) assisted by SmartPLS 4 software.

The results indicate that all hypotheses are accepted, as all structural pathways between variables show a t -statistic > 1.96 and p -value < 0.05 . Live streaming, flash sale, and free shipping stimuli are proven to have positive and significant influences on both shopping enjoyment and impulsive buying, with shopping enjoyment successfully acting as a mediating variable. The coefficient of determination (R^2) values demonstrate that the research model explains 52.2% of variance in shopping enjoyment and 61.2% in impulsive buying. These findings emphasize the importance of creating an enjoyable shopping experience to encourage university students to engage in impulsive buying on social commerce platforms like TikTok Shop.

Keywords : Live Streaming, Flash Sale, Free Shipping, Impulsive Buying, Shopping Enjoyment, TikTok Shop

References : 12 books, 65 journal articles, and 3 online sources