

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh strategi live streaming dan gamifikasi terhadap impulse buying dengan peran mediasi dari perceived enjoyment pada pelanggan fashion di TikTok Live. Dengan menggunakan pendekatan teori Stimulus-Organism-Response (S-O-R), penelitian ini mengidentifikasi bagaimana live streaming dan gamifikasi dapat meningkatkan keterlibatan konsumen, yang pada akhirnya mendorong perasaan enjoyment dan perilaku pembelian impulsif. Data dikumpulkan melalui survei terhadap 187 responden yang aktif mengikuti siaran langsung di TikTok Live. Analisis dilakukan menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa strategi live streaming tidak memiliki pengaruh signifikan terhadap impulse buying, sementara gamifikasi berpengaruh positif terhadap impulse buying. Selain itu, perceived enjoyment memiliki dampak positif terhadap impulse buying dan terbukti menjadi mediator yang signifikan dalam hubungan antara strategi live streaming dan gamifikasi terhadap impulse buying. Temuan ini menunjukkan bahwa kesenangan yang dirasakan selama sesi live streaming atau melalui elemen gamifikasi dapat meningkatkan kemungkinan impulse buying. Implikasi penelitian ini memberikan wawasan bagi pemasar digital dalam merancang strategi pemasaran berbasis live streaming dan gamifikasi untuk meningkatkan pengalaman belanja yang lebih menarik dan mendorong perilaku konsumtif secara tidak terencana.

Kata Kunci: Live Streaming, Gamifikasi, Perceived Enjoyment, Impulse Buying, TikTok Live.

ABSTRACT

This study aims to examine the effect of live streaming and gamification strategies on impulse buying with the mediating role of perceived enjoyment in fashion customers on TikTok Live. Using the Stimulus-Organism-Response (S-O-R) theory approach, this study identifies how live streaming and gamification can increase consumer engagement, which in turn drives feelings of enjoyment and impulse buying behavior. Data was collected through a survey of 187 respondents who actively follow live broadcasts on TikTok Live. Analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results showed that the live streaming strategy has no significant effect on impulse buying, while gamification has a positive effect on impulse buying. In addition, perceived enjoyment has a positive impact on impulse buying and proves to be a significant mediator in the relationship between live streaming strategy and gamification on impulse buying. These findings suggest that perceived enjoyment during live streaming sessions or through gamification elements can increase the likelihood of impulse buying. The implications of this research provide insights for digital marketers in designing live streaming and gamification-based marketing strategies to enhance more engaging shopping experiences and encourage unplanned consumer behavior.

Keywords: Live Streaming, Gamification, Perceived Enjoyment, Impulse Buying, TikTok Live.