

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh Karakteristik *Live Streaming Shopping* Terhadap *Impulsive Buying* Dengan *Consumer Trust* Dan *Flow Experience* Sebagai Variabel Mediasi Pada Pengguna *E-Commerce Shopee Live Fashion*. Populasi pada penelitian ini adalah generasi Z pengguna *e-commerce shopee* yang berdomisili di Purwokerto dan pernah melakukan pembelian secara tidak terencana dalam *live streaming shopping*. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner. Sampel pada penelitian ini sebanyak 232 responden yang diambil menggunakan metode *purposive sampling*.

Hasil penelitian yang dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) diolah dengan software SmartPLS 4 menunjukkan bahwa: (1) *streamers' attractiveness* dan *streamers' professionalism* berpengaruh positif terhadap *consumer trust*. (2) *interactivity* dan *entertainment* berpengaruh positif terhadap *flow experience*. (3) *consumer trust* dan *flow experience* berpengaruh positif terhadap *impulsive buying*. (4) *streamers' attractiveness*, *streamers' professionalism*, *entertainment* berpengaruh positif terhadap *impulsive buying*. (5) *interactivity* tidak berpengaruh positif terhadap *impulsive buying*. (6) *consumer trust* memediasi secara parsial hubungan antara *streamer attractiveness* dan *streamers' professionalism* terhadap *impulsive buying*. (7) *flow experience* memediasi secara parsial hubungan antara *interactivity* dan *entertainment* terhadap *impulsive buying*.

Kata kunci: *streamers' attractiveness*, *streamers' professionalism*, *interactivity*, *entertainment*, *consumer trust*, *flow experience*, *impulsive buying*.

SUMMARY

This study aims to determine the effect of Live Streaming Shopping Characteristics on Impulsive Buying with Consumer Trust and Flow Experience as Mediating Variables on Shopee Live Fashion E-Commerce Users. The population in this study is generation Z who are shopee e-commerce users domiciled in Purwokerto and have made unplanned purchases in live streaming shopping. The data collection technique used in this study is a questionnaire. The sample in this study was 232 respondents who were taken using the purposive sampling method.

The results of the study conducted using Structural Equation Modeling (SEM) analysis processed with SmartPLS 4 software show that: (1) streamers' attractiveness and streamers' professionalism have a positive effect on consumer trust. (2) interactivity and entertainment have a positive effect on flow experience. (3) consumer trust and flow experience have a positive effect on impulsive buying. (4) streamers' attractiveness, streamers' professionalism, entertainment have a positive effect on impulsive buying. (5) interactivity does not have a positive effect on impulsive buying. (6) Consumer trust partially mediates the relationship between streamer attractiveness and streamers' professionalism on impulsive buying. (7) Flow experience partially mediates the relationship between interactivity and entertainment on impulsive buying.

Keywords: streamers' attractiveness, streamers' professionalism, interactivity, entertainment, consumer trust, flow experience, impulsive buying.