

RINGKASAN

Penelitian ini merupakan survei pada konsumen pengguna *Shopee Live*, platform *live streaming commerce* terpopuler di Indonesia. Dengan menggunakan Teori *Stimulus-Organism-Response* (SOR), penelitian ini bertujuan untuk menguji pengaruh *interactivity*, *personalization*, dan *visibility* terhadap *purchase hesitation* melalui mediasi *trust in streamer* dan *trust in product*.

Latar belakang penelitian didasarkan pada tingginya partisipasi penonton *Shopee Live* yang tidak selalu disertai dengan keputusan pembelian, yang mengindikasikan masih adanya keraguan dalam pembelian. Namun, penelitian sebelumnya lebih banyak berfokus pada pengaruh *live streaming* terhadap niat beli, bukan secara spesifik membahas terkait apakah dan bagaimana karakteristik *live streaming* dapat mengurangi keraguan pembelian (*purchase hesitation*).

Data dikumpulkan dari 285 responden pengguna aktif *Shopee Live* dengan teknik *purposive sampling*. Analisis dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS).

Hasil menunjukkan bahwa *interactivity* dan *personalization* berpengaruh positif terhadap *trust in streamer* dan *trust in product*. *Visibility* hanya berpengaruh positif terhadap *trust in product*. *Trust in streamer* juga berpengaruh positif terhadap *trust in product*. Selanjutnya, *trust in streamer* dan *trust in product* berpengaruh negatif terhadap *purchase hesitation*. Ditemukan pula bahwa *trust in streamer* memediasi pengaruh *interactivity* dan *personalization* terhadap *purchase hesitation*, sedangkan *trust in product* memediasi pengaruh *interactivity* dan *visibility*.

Temuan ini memberikan arahan praktis bagi penjual dalam merancang strategi pemasaran *live streaming commerce*. Untuk membangun kepercayaan, penjual atau *streamer* perlu fokus pada interaktivitas dan personalisasi, sementara pengembang platform disarankan perlu mengoptimalkan visibilitas produk. *Streamer* perlu bersikap transparan, responsif, dan menyajikan produk dengan jelas dan detail. Strategi pemasaran harus mengutamakan komunikasi aktif, pendekatan personal, dan visualisasi produk yang kuat untuk mengatasi keraguan dan mendorong keputusan pembelian konsumen.

Kata Kunci: *Live streaming*, *interactivity*, *personalization*, *visibility*, *trust in streamer*, *trust in product*, *purchase hesitation*

SUMMARY

This study is a survey of Shopee Live users, the most popular live streaming commerce platform in Indonesia. Using the Stimulus-Organism-Response (SOR) theory, this study aims to examine the influence of interactivity, personalization, and visibility on purchase hesitation through the mediation of trust in streamer and trust in product.

The background of this study is based on the high level of participation from Shopee Live viewers, who do not always make purchasing decisions, indicating the presence of ongoing purchase hesitation. However, previous research has predominantly focused on the impact of live streaming on purchase intention, rather than specifically investigating whether and how live streaming characteristics can reduce purchase hesitation.

Data were collected from 285 active Shopee Live users through purposive sampling, and analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that interactivity and personalization have a positive impact on both trust in the streamer and trust in the product. Visibility, however, only positively affects trust in the product. Trust in the streamer also positively influences trust in the product. Furthermore, trust in the streamer and trust in the product negatively affect purchase hesitation. It was also found that trust in the streamer mediates the effects of interactivity and personalization on purchase hesitation, while trust in the product mediates the effects of interactivity and visibility.

These findings provide practical guidance for sellers in designing live streaming commerce marketing strategies. To build trust, sellers or streamers should focus on enhancing interactivity and personalization, while platform developers need to optimize product visibility. Streamers should maintain transparency, responsiveness, and present products clearly and in detail. Marketing strategies should prioritize active communication, a personalized approach, and strong product visualization to reduce hesitation and encourage consumer purchase decisions.

Keywords: Live streaming, interactivity, personalization, visibility, trust in streamer, trust in product, purchase hesitation.