

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik *streamer*, interaksi parasosial, dan kualitas informasi terhadap pembelian impulsif pada TikTok *live shopping* produk *fashion* dengan *arousal* sebagai variabel mediasi. Penelitian ini bertujuan untuk memahami peran stimulus pemasaran digital dalam memengaruhi respons emosional dan perilaku pembelian impulsif. Penelitian melibatkan 170 responden pengguna TikTok yang pernah melakukan pembelian impulsif melalui fitur TikTok *Live shopping*, yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) dengan bantuan perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa daya tarik *streamer*, interaksi parasosial, dan kualitas informasi berpengaruh positif dan signifikan terhadap *arousal*. Selain itu, daya tarik *streamer*, interaksi parasosial, kualitas informasi, serta *arousal* juga berpengaruh positif dan signifikan terhadap pembelian impulsif. Hasil pengujian mediasi membuktikan bahwa *arousal* mampu memediasi pengaruh daya tarik *streamer*, interaksi parasosial, dan kualitas informasi terhadap pembelian impulsif. Temuan ini memperkuat kerangka *Stimulus Organism Response* (SOR) dalam konteks *live shopping*. Keterbatasan penelitian ini terletak pada penggunaan teknik non-probability sampling serta fokus penelitian yang terbatas pada produk *fashion*, sehingga membatasi generalisasi hasil. Penelitian selanjutnya disarankan untuk memperluas jenis produk, *platform live shopping*, serta karakteristik responden guna memperoleh hasil yang lebih komprehensif.

Kata kunci: Daya tarik *streamer*, interaksi parasosial, kualitas informasi, *arousal* pembelian impulsif, dan TikTok *live shopping*.

SUMMARY

This study aims to examine the effects of streamer attractiveness, parasocial interaction, and information quality on impulse buying in TikTok live shopping for fashion products, with arousal as a mediating variable. The study seeks to understand the role of digital marketing stimuli in influencing consumers' emotional responses and impulse buying behavior. The research involved 170 TikTok users who had previously made impulse purchases through the TikTok live shopping feature, selected using a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS software. The results indicate that streamer attractiveness, parasocial interaction, and information quality have a positive and significant effect on arousal. Furthermore, streamer attractiveness, parasocial interaction, information quality, and arousal also have a positive and significant effect on impulse buying. Mediation testing results demonstrate that arousal is able to mediate the effects of streamer attractiveness, parasocial interaction, and information quality on impulse buying. These findings strengthen the Stimulus Organism Response (SOR) framework in the context of live shopping. The limitations of this study include the use of non-probability sampling techniques and the focus on fashion products, which limit the generalizability of the findings. Future research is recommended to expand product categories, live shopping platforms, and respondent characteristics to obtain more comprehensive results.

Keywords: *streamer attractiveness, parasocial interaction, information quality, arousal, impulse buying, TikTok Live shopping.*