

**PERAN *SOCIAL PRESENCE* TERHADAP *IMPULSE BUYING* PADA
KONSUMEN *TIKTOK LIVE STREAMING SHOP* BERDASARKAN *S-O-R*
*FRAMEWORK***

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ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi bagaimana pengaruh kehadiran sosial (*social presence*) dalam *streaming* langsung terhadap pembelian impulsif melalui keadaan emosional gairah dan kesenangan berdasarkan kerangka kerja S-O-R (*Stimulus-Organism-Respons*). Objek dalam penelitian ini yaitu konsumen *TikTok Live streaming Shop* yang berusia 18 tahun ke atas. Teknik pengumpulan data yang digunakan yaitu dengan kuesioner melalui *google form*. Sampel yang digunakan dalam penelitian ini sebanyak 200 responden dengan menggunakan metode SEM dibantu dengan software AMOS 22. Hasil penelitian menunjukkan bahwasannya adanya pengaruh *social presence of broadcaster*, *social presence of live streaming* terhadap gairah dan kesenangan. Sedangkan hasil *social presence of viewers* terhadap gairah berpengaruh, namun tidak berpengaruh terhadap kesenangan. Kemudian hasil dari gairah dan kesenangan berpengaruh terhadap pembelian secara impulsif konsumen *TikTok Live streaming Shop*.

Kata Kunci: *SOR Framework*, *Social Presence*, Gairah, Kesenangan, *Impulse Buying*, *Live Streaming*.

***THE ROLE OF SOCIAL PRESENCE AGAINST IMPULSE BUYING AT
TIKTOK LIVE STREAMING SHOP CONSUMERS BASED ON THE S-O-R
FRAMEWORK***

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ABSTRACT

This research aims to explore how social presence in live streaming influences impulse buying through the emotional states of arousal and pleasure based on the S-O-R (Stimulus-Organism-Response) framework. The object of this research is TikTok Live streaming Shop consumers aged 18 years and over. The data collection technique used is a questionnaire via google form. The sample used in this study was 200 respondents using the SEM method assisted by AMOS 22 software. The results showed that there was an influence of the social presence of broadcasters, the social presence of live streaming on arousal and pleasure. While the results of the social presence of viewers on arousal have an effect, but have no effect on pleasure. Then the results of arousal and pleasure affect impulse buying of TikTok Live Streaming Shop consumers.

Keywords: *SOR Framework, Social Presence, Arousal, Pleasure, Impulse buying, Live Streaming.*