

ABSTRAK

Do Tiktok Discounts Livestream Triggers Gen Z Impulse Buying Behavior?

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Live streaming di media sosial telah menjadi cara baru bagi para pelaku usaha *online* untuk memamerkan produknya dan menampilkan kepada penonton atau calon pembeli dari detail dan harga produk melalui internet secara *real time*. Meningkatnya pengguna sosial media di Indonesia membuat *streaming* langsung juga terus berkembang di media sosial sebagai salah satu metode pemasaran. Studi kuantitatif ini bertujuan untuk mengetahui pengaruh diskon pada *livestream selling* aplikasi TikTok terhadap pembelian impulsif generasi Z di Indonesia yang dimediasi oleh emosi positif. Penelitian ini melibatkan 220 orang dari berbagai daerah di Indonesia yang dikumpulkan secara *online* menggunakan teknik *purposive sampling* dengan kuesioner. Data tersebut dianalisis dengan *Structural Equation Modeling* (SEM) memakai AMOS 24, dan hasilnya bahwa diskon saat *livestream selling* di aplikasi TikTok berpengaruh positif dan signifikan terhadap pembelian impulsif generasi Z di Indonesia. Adapun diskon saat *livestream selling* di aplikasi TikTok berpengaruh positif dan signifikan terhadap emosi positif dan emosi positif berpengaruh secara tidak langsung antara diskon saat *livestream selling* dan pembelian impulsif generasi Z di Indonesia. Temuan ini bisa membantu para pelaku usaha *online* dalam membantu mengoptimalkan pemasaran di industri *livestream selling* yang sedang booming saat ini.

Kata kunci: diskon saat *live streaming*, emosi positif, pembelian impulsif, SMEs.

ABSTRACT

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The popularity of live streaming has changed the pattern of interaction between buyers and sellers in the modern business world. For business people, live streaming brings benefits because product information can be disseminated instantly. The high number of social media users in Indonesia has also led to new marketing methods, one of which is live streaming. This quantitative study aims to determine the effect of discounts on Livestream sales on the TikTok application on impulsive purchases of generation Z in Indonesia, which are mediated by positive emotions. This study involved 220 people from various regions in Indonesia who were collected online using a purposive sampling technique with a questionnaire. The data was analysed using Structural Equation Modeling (SEM) using AMOS 24. The results showed that discounts during Livestream selling on the TikTok application had a positive and significant effect on impulse purchases of generation Z in Indonesia. Meanwhile, discounts when selling Livestream on the TikTok application have a positive and significant effect on positive emotions. Positive emotions have an indirect effect between discounts during Livestream selling and impulsive purchases of generation Z in Indonesia. These findings can assist online business players in optimizing marketing in the Livestream selling industry, which is currently booming.

Keywords: discount during live streaming, positive emotions, impulse buying, SMEs.