

ABSTRACT

THE EFFECT OF TIKTOK SHOP LIVE STREAMING ON ONLINE IMPULSE BUYING WITH CONSUMER TRAITS AS MEDIATION

***(Research on TikTok Shop's Fashion Products for People with
Gen Z in Tasikmalaya City)***

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The purpose of this study was to determine and analyse the effect of Tiktok Shop Live Streaming on Online Impulse Buying with Consumer Traits as Mediation (Research on Tiktok Shop Fashion Products for Gen Z in Tasikmalaya City). The research method used is a survey method with a quantitative approach by distributing questionnaires to gen z who buy tiktok shop fashion products in Tasikmalaya City. The type of data used is primary data and the population in this study were 155 people. The sample in this study were gen z who bought tiktok shop fashion products in Tasikmalaya City. The sample in this study were 155 gen z who bought tiktok shop fashion products with purposive sampling technique, namely the technique of determining the sample by determining the desired sample criteria. The data collection technique used is a questionnaire method (questionnaire) given to respondents. The analysis tool in this study uses Structural Equation Modeling (SEM) analysis. The analysis results show that: (1) Live streaming affects online impulse buying, (2) Live Streaming affects consumer traits, (3) Consumer Traits affects online impulse buying and; (4) Consumer traits mediate the relationship between live streaming and online impulse buying in gen z who buy tiktok shop fashion products in Tasikmalaya City.

Keywords: *Live Streaming, Consumer Traits, Online Impulse Buying*

ABSTRAK

PENGARUH *LIVE STREAMING TIKTOK SHOP* TERHADAP *ONLINE IMPULSE BUYING* DENGAN *CONSUMER TRAITS* SEBAGAI MEDIASI

**(Penelitian pada Produk Fashion TikTok Shop terhadap Kalangan
Gen Z di Kota Tasikmalaya)**

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Tujuan penelitian ini untuk mengetahui dan menganalisis Pengaruh *Live Streaming Tiktok Shop* Terhadap *Online Impulse Buying* Dengan *Consumer Traits* Sebagai Mediasi (Penelitian Pada Produk Fashion Tiktok Shop Terhadap Kalangan Gen Z Di Kota Tasikmalaya). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif dengan menyebarkan kuesioner kepada gen z yang membeli produk fashion tiktok shop di Kota Tasikmalaya. Jenis data yang digunakan merupakan data primer dan populasi dalam penelitian ini sebanyak 155 orang. Sampel dalam penelitian ini merupakan gen z yang membeli produk fashion tiktok shop di Kota Tasikmalaya. Sampel dalam penelitian ini sebanyak 155 gen z yang membeli produk fashion tiktok shop dengan teknik *purposive sampling* yaitu teknik penentuan sampel dengan menentukan kriteria sampel yang diinginkan. Teknik pengumpulan data yang digunakan adalah metode kuesioner (angket) yang diberikan kepada responden. Alat analisis dalam penelitian ini menggunakan analisis *Sructural Equation Modeling* (SEM). Hasil analisis menunjukkan bahwa: (1) *Live streaming* berpengaruh terhadap *online impulse buying*, (2) *Live Streaming* berpengaruh terhadap *consumer traits*, (3) *Consumer Traits* berpengaruh terhadap *online impulse buying* dan; (4) *Consumer traits* memediasi hubungan antara *live streaming* dan *online impulse buying* pada gen z yang membeli produk fashion tiktok shop di Kota Tasikmalaya.

Kata Kunci: *Live Streaming, Consumer Traits, Online Impulse Buying*