

ABSTRACT

THE INFLUENCE OF LIVE STREAMING ON IMPULSE BUYING THROUGH FLOW EXPERIENCE AND HEDONIC PLEASURE (Study on Generation Z TikTok Application Users)

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The purpose of this study is to determine and analyze the influence of live streaming on impulse buying through flow experience and hedonic pleasure (study on gen z users of the tiktok application). The research method used is a survey method with a quantitative approach by distributing questionnaires to gen z users of the tiktok application. The type of data used is primary data and the sample in this study were 255 people. While the sample withdrawal technique uses purposive sampling technique. This technique involves selecting samples based on certain criteria or characteristics that are in accordance with the research objectives. The data collection technique used is a questionnaire method (questionnaire) given to respondents. The analysis tool in this study used Structural Equation Modeling (SEM) analysis. The results of the analysis show that: (1) live streaming has an effect on flow experience, (2) live streaming has an effect on hedonic pleasure, (3) flow experience has an effect on impulse buying, (4) hedonic pleasure has an effect on impulse buying, and; (5) flow experience and hedonic pleasure mediates the relationship between live streaming and impulse buying.

Keywords: *Live Streaming, Flow Experience, Hedonic Pleasure, Impulse Buying*

ABSTRAK

PENGARUH *LIVE STREAMING* TERHADAP *IMPULSE BUYING* MELALUI *FLOW EXPERIENCE* DAN *HEDONIC PLEASURE* (Studi Pada Generasi Z Pengguna Aplikasi TikTok)

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Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *live streaming* terhadap *impulse buying* melalui *flow experience* dan *hedonic pleasure* (studi pada gen z pengguna aplikasi tiktok). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif dengan menyebarkan kuesioner kepada gen z pengguna aplikasi tiktok. Jenis data yang digunakan merupakan data primer dan sample pada penelitian ini sebanyak 255 orang. Sedangkan teknik penarikan sampel menggunakan teknik *purposive sampling*. Teknik ini melibatkan pemilihan sampel berdasarkan kriteria atau ciri-ciri tertentu yang sesuai dengan tujuan penelitian. Teknik pengumpulan data yang digunakan adalah metode kuesioner (angket) yang diberikan kepada responden. Alat analisis dalam penelitian ini menggunakan analisis *Structural Equation Modeling* (SEM). Hasil analisis menunjukkan bahwa: (1) *live streaming* berpengaruh terhadap *flow experience*, (2) *live streaming* berpengaruh terhadap *hedonic pleasure*, (3) *flow experience* berpengaruh terhadap *impulse buying*, (4) *hedonic pleasure* berpengaruh terhadap *impulse buying*, dan; (5) *flow experience* dan *hedonic pleasure* memediasi hubungan *live streaming* terhadap *impulse buying*.

Kata Kunci: *Live Streaming, Flow Experience, Hedonic Pleasure, Impulse Buying*