

ABSTRACT

THE INFLUENCE OF TIKTOK LIVE STREAMING ON IMPULSIVE BUYING THROUGH HEDONIC VALUE WITH FEAR OF MISSING OUT (FOMO) AS A MODERATING VARIABLE ON THE TIKTOK PLATFORM (A Case Study of Kahf Men's Grooming Product Consumers)

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This study aims to analyze the effect of live streaming on impulsive buying through hedonic value and to examine the role of Fear of Missing Out (FOMO) as a moderating variable among consumers of Kahf men's grooming products on TikTok Shop. The rapid growth of live streaming commerce has created a more interactive and entertaining shopping experience, which may influence consumers' purchasing behavior. This study employed a quantitative approach with a verificative research method. Data were collected through questionnaires distributed to 240 respondents who had purchased Kahf products through TikTok Shop more than once. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS 24 software. The results indicate that live streaming has a positive and significant effect on hedonic value, while hedonic value has a positive and significant effect on impulsive buying. Furthermore, hedonic value was found to mediate the relationship between live streaming and impulsive buying, indicating that enjoyable shopping experiences play an important role in encouraging impulsive purchases. However, FOMO was not found to significantly moderate the effect of live streaming on hedonic value. These findings suggest that consumers' hedonic experiences are more strongly influenced by the quality of interaction, entertainment, and user experience during live streaming than by the fear of missing opportunities or trends. This study provides practical implications for businesses to enhance the quality of content and interactivity in live streaming activities to encourage consumer purchasing behavior.

Keywords: *live streaming, hedonic value, Fear of Missing Out (FOMO), impulsive buying, TikTok Shop, Kahf.*