

**ANALISIS NIAT PERILAKU BELANJA *LIVE STREAMING* PADA
APLIKASI SHOPEE DENGAN MODEL *THEORY OF PLANNED
BEHAVIOR* (TPB)**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Pendidikan Sistem dan Teknologi Informasi



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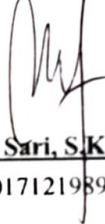
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ABSTRAK

Belanja *live streaming* menjadi fenomena trend yang terjadi di Indonesia, sehingga menimbulkan perilaku gaya hidup berbeda dalam kegiatan berbelanja *online* di *e-commerce*. Penelitian ini bertujuan untuk mengetahui niat perilaku konsumen dalam menggunakan fitur belanja *live streaming* dengan menggunakan model *Theory of Planned Behavior* (TPB). Penelitian ini menggunakan pendekatan kuantitatif dengan bantuan *tools SmartPLS* 4.0. Subjek penelitian ini adalah pengguna belanja *live streaming commerce* dengan sampel sebanyak 471 responden melalui penyebaran survei *online* berbasis kuesioner selama dua minggu. Hasil temuan penilaian variabel sikap, kendali perilaku, niat konsumen dan perilaku penggunaan menunjukkan kategori sangat tinggi, sedangkan norma subjektif menunjukkan kategori tinggi, yang berarti bahwa ada kesadaran rencana pertimbangan konsumen sebelum mengambil tindakan berpartisipasi dalam belanja. Dilihat dari hasil uji hipotesis mendapat *p-value* $0,000 < 0,05$ yang menunjukkan terdapat pengaruh positif signifikan sikap terhadap niat konsumen, norma subjektif terhadap niat konsumen, kendali perilaku yang dirasakan terhadap niat konsumen, dan niat konsumen terhadap perilaku penggunaan. Hasil penelitian ini dengan memahami niat perilaku konsumen diharapkan mampu meningkatkan kesadaran konsumen atas rencana tindakan perilaku belanja yang dilakukan dalam penggunaan belanja *live streaming* dan dapat memberikan informasi berharga kepada pengelola fitur aplikasi dan penjual sebagai upaya optimalisasi strategi pengembangan pemasaran produk.

Kata kunci: *Live streaming shopping*, *Theory of Planned Behavior* (TPB), Niat Perilaku Konsumen.

***ANALYSIS OF THE INTENTION OF LIVE STREAMING SHOPPING
BEHAVIOR ON THE SHOPEE APPLICATION WITH THE THEORY OF
PLANNED BEHAVIOR (TPB) MODEL***

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ABSTRACT

Live streaming shopping is a trend phenomenon that occurs in Indonesia, giving rise to different lifestyle behaviors in online shopping activities in e-commerce. This study aims to determine consumer behavioral intentions in using the live streaming shopping feature using the Theory of Planned Behavior (TPB) model. This research uses a quantitative approach with the help of SmartPLS 4.0 tools. The subjects of this study were live streaming commerce shopping users with a sample of 471 respondents through distributing questionnaire-based online surveys for two weeks. The findings of the assessment of variables attitude, perceived behavioral control, consumer intention and use behavior show a very high category, while subjective norms show a high category, which means that there is an awareness of consumer consideration plans before taking action to participate in shopping. Judging from the results of the hypothesis test, the p-value is $0.000 < 0.05$, which shows that there is a significant positive effect of attitude on consumer intention, subjective norms on consumer intention, perceived behavioral control on consumer intention, and consumer intention on use behavior. The results of this study by understanding consumer behavioral intentions are expected to increase consumer awareness of shopping behavior action plans carried out in the use of live streaming shopping and can provide valuable information to application feature managers and sellers as an effort.

Keywords: *Live streaming shopping, Theory of Planned Behavior (TPB), Consumer Behavior Intention.*

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