

**PENGARUH *INFORMATION QUALITY* TERHADAP
IMPULSIVE BUYING BEHAVIOR MELALUI *LIVE*
*STREAMING***
(Survei terhadap Konsumen yang Membeli Produk Something melalui
Shopee Live)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



Oleh

**Cerri Cantika
NIM. 2003786**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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Agustus 2024

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LEMBAR PENGESAHAN


**PENGARUH *INFORMATION QUALITY* TERHADAP *IMPULSIVE BUYING*
BEHAVIOR MELALUI *LIVE STREAMING*
(Survei terhadap Konsumen yang Membeli Produk *Something* melalui *Shopee Live*)**

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Menyatakan bahwa skripsi dengan judul "**Pengaruh *Information Quality* terhadap *Impulsive Buying Behavior* melalui *Live Streaming* (Survei terhadap Konsumen yang Membeli Produk *Somethine* melalui *Shopee Live*)**" ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2024

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ABSTRAK

Cerri Cantika (2003786) “**Pengaruh *Information Quality* terhadap *Impulsive Buying Behavior* melalui *Live Streaming* (Survei terhadap Konsumen yang Membeli Produk Somethinc melalui *Shopee Live*)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *information quality* terhadap *impulsive buying behavior* melalui *live streaming* pada Konsumen yang Membeli Produk Somethinc melalui *Shopee Live*. Jenis penelitian yang digunakan yakni deskriptif dan verifikatif. Pendekatan pada penelitian ini menggunakan pendekatan kuantitatif dan menggunakan metode *simple random sampling* dengan mengumpulkan data dari 200 responden. Pengolahan data dilakukan menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan bahwa *information quality* secara langsung berpengaruh positif dan signifikan terhadap *impulsive buying behavior* dan *live streaming shopping*, tetapi *information quality* tidak memiliki pengaruh positif dan signifikan secara tidak langsung terhadap *impulsive buying behavior*, serta *live streaming shopping* tidak berpengaruh langsung terhadap *impulsive buying behavior*. Implikasi penelitian ini menunjukkan bahwa peningkatan *information quality* dapat mendorong efektivitas *live streaming shopping* dan mampu mendorong *impulsive buying behavior* pada konsumen yang membeli produk Somethinc melalui *Shopee Live*.

Kata Kunci: *information quality, live streaming shopping, impulsive buying behavior*

ABSTRACT

Cerri Cantika (2003786) “*The Influence of Information Quality on Impulsive Buying Behavior through Live Streaming (Survey of Consumer who Bought Somethinc Product via Shopee Live)*” under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM, and Dr. Dita Amanah, MBA.

This research aims to obtain an overview and influence of information quality on impulsive buying behavior through live streaming for consumers who buy Somethinc via Shopee Live. The type of research used is descriptive and verification. The approach to this research uses a quantitative approach and uses a simple random sampling method by collecting data from 200 respondents. Data processing was carried out using the Structural Equation Modeling (SEM) method. The research results show that information quality directly has a positive and significant effect on impulsive buying behavior and live streaming shopping, but information quality does not have an indirect positive and significant effect on impulsive buying behavior, and live streaming shopping does not have a direct effect on impulsive buying behavior. The implications of this research show that increasing information quality can encourage the effectiveness of live streaming shopping and can encourage impulsive buying behavior in consumers who buy Somethinc products via Shopee Live.

Keywords: information quality, live streaming shopping, impulsive buying behavior

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