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**PENGARUH *LIVE STREAMING SHOPPING* KOLABORASI
TOKOPEDIA DAN TIKTOK DALAM TERCIPTANYA
E-IMPULSE BUYING MELALUI *HEDONIC***

SKRIPSI

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



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2024**

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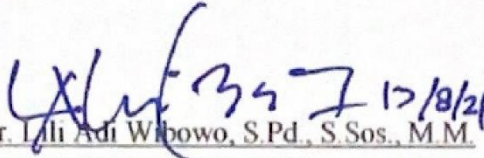
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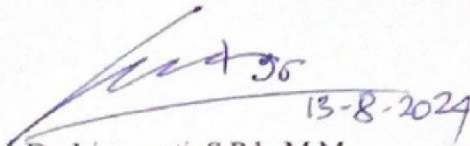
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E-IMPULSE BUYING MELALUI *HEDONIC***

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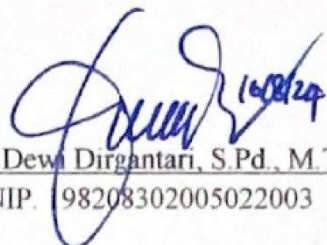
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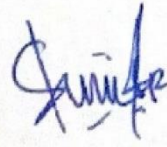
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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul **“Pengaruh *Live Streaming Shopping* Kolaborasi Tokopedia dan Tiktok dalam Terciptanya *E-Impulse Buying* melalui *Hedonic*”** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. 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 dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Agustus 2024

Yang membuat pernyataan,



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ABSTRAK

Siti Sukma Rahmawati (2000859) “**Pengaruh *Live Streaming Shopping* Kolaborasi Tokopedia dan Tiktok dalam Terciptanya *E-Impulse Buying* melalui *Hedonic***” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *live streaming shopping* kolaborasi Tokopedia dan Tiktok dalam terciptanya *e-impulse buying* pada pengguna *e-commerce* Tokopedia. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 200 responden. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM) dengan menggunakan program AMOS for Windows. Hasil penelitian ini menemukan bahwa gambaran *live streaming shopping* kolaborasi Tokopedia dan Tiktok, dan *e-impulse buying* berada pada kategori sangat tinggi, sedangkan *hedonic* berada pada kategori tinggi. *Live streaming shopping* kolaborasi Tokopedia dan Tiktok memiliki pengaruh positif dan signifikan terhadap *e-impulse buying* melalui *hedonic*. Temuan pada penelitian ini menegaskan bahwa implementasi *live streaming shopping* kolaborasi Tokopedia dan Tiktok pada *e-commerce* Tokopedia melalui perilaku *hedonic* mampu meningkatkan *e-impulse buying* pada pengguna Tokopedia.

Kata kunci: *Live Streaming Shopping* Kolaborasi Tokopedia dan Tiktok, *Hedonic*, *E-impulse Buying*

ABSTRACT

Siti Sukma Rahmawati (2000859) ***“The Influence of Live Streaming Shopping Collaboration Tokopedia and Tiktok in Creating E-Impulse Buying through Hedonic”*** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Lisnawati, S.Pd., M.M.

This research aims to obtain an overview and influence of live streaming shopping collaboration Tokopedia and Tiktok in creating e-impulse buying on e-commerce Tokopedia users. This research uses descriptive and verification research with a quantitative approach. The method used in this research was simple random sampling with a sample size of 200 respondents. The data was processed statistically using the Structural Equation Modelling (SEM) method using the AMOS for Windows program. The result of this research found that the description of live streaming shopping collaboration Tokopedia and Tiktok and e-impulse buying were in the very high category, while hedonic were in the high category. Live streaming shopping collaboration tokopedia and tiktok has a positive and significant influence on e-impulse buying through hedonic. The findings in this study confirm that the implementation of live streaming shopping collaboration Tokopedia and Tiktok on e-commerce Tokopedia through hedonic behavior can increase e-impulse buying in Tokopedia users.

Keywords: Live Streaming Shopping Collaboration Tokopedia and Tiktok, Hedonic, E-Impulse Buying

KATA PENGANTAR

Puji dan syukur penulis panjatkan ke hadirat Allah SWT karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi dengan judul “Pengaruh *Live Streaming Shopping* Kolaborasi Tokopedia dan Tiktok dalam Terciptanya *E-Impulse Buying* melalui *Hedonic*” sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh temuan mengenai gambaran *live streaming shopping* kolaborasi Tokopedia dan Tiktok, *hedonic*, dan *e-impulse buying* serta pengaruh *live streaming shopping* kolaborasi Tokopedia dan Tiktok terhadap *e-impulse buying* melalui *hedonic*, pengaruh *live streaming shopping* kolaborasi Tokopedia dan Tiktok terhadap *e-impulse buying*, pengaruh *live streaming shopping* kolaborasi Tokopedia dan Tiktok terhadap *hedonic*, pengaruh *hedonic* terhadap *e-impulse buying*.

Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat serta sumbangsih yang berarti bagi kemajuan dunia pemasaran digital. Penulis menyadari masih terdapat kekurangan dan kesalahan pada skripsi ini, sehingga dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan dan pengetahuan.

Bandung, Agustus 2024



Penulis
Siti Sukma Rahmawati

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Bandung, Agustus 2024

A handwritten signature in black ink, appearing to read 'Siti Sukma Rahmawati', with a stylized, cursive script.

Penulis,
Siti Sukma Rahmawati

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