

ABSTRACT

The rapid growth of the digital economy in Southeast Asia has significantly transformed consumer behavior, driven by increasing digital adoption and internet penetration. In Indonesia, internet penetration has reached 80.66% or approximately 229.43 million users, reflecting a high level of engagement in digital activities. This phenomenon has accelerated the development of live commerce as an innovative form of e-commerce that integrates interaction and transactions in real time. The dominance of Shopee in the national e-commerce ecosystem is reflected in its Top Brand Index (TBI) score of 54.00% in 2025, indicating strong consumer preference for the platform. In this context, impulsive buying behavior has become an increasingly relevant phenomenon, particularly within interactive and experience-driven live commerce environments.

This study aims to analyze the effect of influencer endorsement, live commerce experience, and hedonic shopping motivation on impulsive buying through the mediating roles of perceived enjoyment and fear of missing out (FOMO) among Shopee Live users in Semarang. This research adopts a quantitative approach using a survey method by distributing questionnaires to respondents who meet the research criteria. The data were analyzed using Structural Equation Modeling (SEM) with AMOS to examine the relationships among variables. This study integrates the Stimulus–Organism–Response (SOR) Theory and Consumer Culture Theory (CCT) to explain digital consumer behavior.

The results indicate that influencer endorsement, live commerce experience, and hedonic shopping motivation significantly influence perceived enjoyment and FOMO as mediating variables, which in turn affect impulsive buying behavior. These findings highlight the important role of emotional factors and interactive experiences in driving impulsive buying in the context of live commerce. This study contributes theoretically to the development of digital consumer behavior research and provides practical implications for live commerce-based marketing strategies, particularly in optimizing the role of influencers and user experience.

Keywords: influencer endorsement, live commerce, perceived enjoyment, FOMO, impulsive buying