

ABSTRACT

TikTok is an application for creating creative videos launched in September 2016 by a Chinese company, ByteDance. This application began to be popular in Indonesia in 2018 and was even named the best application on the Google Play Store. Currently, TikTok is growing rapidly with the presence of a new feature called TikTok Shop. With TikTok Shop, users no longer need to open other marketplace applications to shop online, because all buying and selling transactions can be done on TikTok. In addition, products sold on TikTok can also be promoted by other users through advertising content or live streaming. Unlike other e-commerce platforms, TikTok users can directly buy the items they want without the need to download or open other applications. The speed and ease of accessing a wide range of products and services make it an attractive tool, but it also gives rise to the phenomenon of impulse buying.

Data for this study were collected using questionnaires. The questionnaire that will be shared contains several questions about the identity of the respondents as well as questions related to the research variables, such as perceived benefits, perceived pleasure, perceived satisfaction, perceived interactivity, positive attitudes towards live streaming, and impulse purchases. This study uses the population of TikTok Shop application users in the city of Semarang by taking a sample of 200 respondents. In this study, the data analysis method to be used is SEM (Structural Equation Modeling) with the help of the AMOS (Analysis of Moment Structure) program.

The results of the study show several indications of impulsive buying, including users who suddenly spontaneously and thoughtlessly make purchase decisions when watching live-streaming people selling on the TikTok application are influenced by the usability, enjoyment, satisfaction, and interactivity felt by users so that they provide a positive attitude when watching live-streaming. The positive attitude given by customers while watching live streaming is what will make users make an implicit purchase.

Keywords: Perceived usefulness, perceived enjoyment, perceived gratification, perceived interactivity, positive attitude towards live-streaming, impulsive buying.