

## **ABSTRACT**

*The rapid development of digital technology has certainly changed how consumers conduct transactional activities. This also includes how consumers have transformed their traditional shopping methods into modern ones through live streaming shopping on various e-commerce platforms, including TikTok, for online shopping. Utilizing the live streaming shopping feature on TikTok, with hosts who are engaging and actively interact with consumers, has become a new trend in Indonesia in recent years. Therefore, this research was conducted to examine the factors related to hosts that influence consumers in making impulsive purchases during live streaming shopping on the TikTok application.*

*Data collection was carried out by distributing an online questionnaire via Google Forms, which successfully gathered responses from 206 participants. The respondents in this study met specific criteria: they had previously purchased a product through the TikTok Shop application. The results from the collected questionnaire data were then analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method with the AMOS (Analysis of Moment Structures) 24 program.*

*The results of this study indicate that live streamers' attractive appearance and real-time interactions positively influence both utilitarian and hedonic attitudes. Hedonic attitude has a positive influence on impulsive buying, whereas utilitarian attitude does not have a positive influence on impulsive buying.*

**Keywords :** *Streamer Attractiveness, Streamer Real Time Interactions, Utilitarian Attitude, Hedonic Attitude, Impulsive Buying.*

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