

**PENGARUH *LIVE STREAMING SHOPPING* DAN *FLASH SALE* DI
TIKTOK SHOP TERHADAP *IMPULSIVE BUYING*
PRODUK GLAD2GLOW**

Oleh

Ni Putu Elsie Dharma Pratiwi, NIM 2217041196

Jurusan Manajemen

ABSTRAK

Kemajuan pemasaran berbasis digital pada kanal *social commerce*, TikTok Shop salah satunya, turut mengubah kebiasaan konsumen sehingga mereka lebih mudah berbelanja tanpa perencanaan. Dua fitur yang gencar dipakai pelaku usaha untuk merebut atensi sekaligus memantik pembelian tak terencana adalah *live streaming shopping* dan *flash sale*. Pada fitur pertama, penjual dapat berkomunikasi langsung dengan konsumen sembari menyajikan informasi produk seketika (*real-time*); sementara fitur kedua menghadirkan diskon berdurasi singkat yang menumbuhkan rasa mendesak di benak konsumen. Strategi semacam ini kerap ditempuh sejumlah merek kecantikan, termasuk Glad2Glow, dalam memasarkan produknya di TikTok Shop. Adapun tujuan yang ingin dicapai penelitian ini ialah menelaah dampak *live streaming shopping* serta *flash sale* terhadap *impulsive buying* konsumen produk Glad2Glow di TikTok Shop. Rancangan yang dipakai bersifat kuantitatif kausal. Sebanyak 130 pengguna TikTok Shop yang pernah berbelanja produk Glad2Glow lewat *live streaming shopping* maupun *flash sale* dijangkau melalui teknik *purposive sampling*. Pengumpulan data ditempuh dengan menyebarkan kuesioner daring berskala Likert, lalu diolah memakai analisis regresi linear berganda berbantuan SPSS guna menguji pengaruh antarvariabel, baik secara serentak maupun sendiri-sendiri. Adapun temuannya memperlihatkan tiga hal: (1) secara simultan, *live streaming shopping* dan *flash sale* berpengaruh positif dan signifikan terhadap *impulsive buying*; (2) *live streaming shopping* berpengaruh positif dan signifikan terhadap *impulsive buying*; dan (3) *flash sale* berpengaruh positif dan signifikan terhadap *impulsive buying*. Artinya, kian efektif penerapan *live streaming shopping* dan *flash sale*, kian besar pula dorongan konsumen untuk berbelanja secara impulsif atas produk Glad2Glow di TikTok Shop.

Kata kunci: *flash sale*, glad2glow, *impulsive buying*, *live streaming shopping*, tiktok Shop

THE EFFECT OF LIVE STREAMING SHOPPING AND FLASH SALES ON TIKTOK SHOP ON IMPULSIVE BUYING OF GLAD2GLOW PRODUCTS

Prepared By

Ni Putu Elsie Dharma Pratiwi, NIM 2217041196

Management of Department

ABSTRACT

Advances in digital-based marketing on social commerce channels, including TikTok Shop, have changed consumer habits, making it easier for them to shop without planning. Two features that businesses are actively using to capture attention and trigger unplanned purchases are live streaming shopping and flash sales. The first feature allows sellers to communicate directly with consumers while providing real-time product information; while the second feature offers short-term discounts that create a sense of urgency in consumers' minds. This strategy is often used by a number of beauty brands, including Glad2Glow, to market their products on TikTok Shop. The aim of this study is to examine the impact of live streaming shopping and flash sales on consumers' impulsive buying of Glad2Glow products on TikTok Shop. The design used was a causal quantitative one. A total of 130 TikTok Shop users who had purchased Glad2Glow products via live streaming shopping or flash sales were recruited using a purposive sampling technique. Data collection involved distributing an online Likert-type questionnaire and then processing it using multiple linear regression analysis using SPSS to test the influence between variables, both simultaneously and individually. The findings revealed three things: (1) simultaneously, live streaming shopping and flash sales had a positive and significant effect on impulsive buying; (2) live streaming shopping had a positive and significant effect on impulsive buying; and (3) flash sales had a positive and significant effect on impulsive buying. This means that the more effective the implementation of live streaming shopping and flash sales, the greater the consumer's urge to impulsively purchase Glad2Glow products on TikTok Shop.

Keywords: flash sale, glad2glow, impulsive buying, live streaming shopping, TikTok Shop