

Abstrak

Penelitian ini merupakan replikasi atas model *extended live streaming effects* yang telah diuji pada penelitian terdahulu. Penelitian ini menguji kembali faktor pengaruh keputusan pembelian menggunakan tahapan *Attention, Interest, Desire, dan Action* (AIDA) Model terhadap keputusan pembelian dengan peran dari *characteristics of live streaming (informativity, entertainment, interactivity), immersion, product interest, live streaming interest, buying desire, immediate buying behavior, dan continuous watching intention*. Penelitian ini bertujuan untuk menguji pada konteks *platform e-commerce* dengan pengguna generasi Z yang lebih fokus dibandingkan penelitian terdahulu. Penelitian kuantitatif ini menggunakan metode survei *online*, estimasi model pengukuran dan struktural untuk pengujian hipotesis dilakukan dengan pendekatan PLS SEM. Hasil analisis model struktural mengindikasikan hasil tidak didukung data antara *informativity* terhadap *immersion*, sedangkan *interactivity* terhadap *immersion*, *entertainment* terhadap *immersion*, *immersion* terhadap *product interest*, *immersion* terhadap *live streaming interest*, *product interest* terhadap *buying desire*, *live streaming interest* terhadap *buying desire*, *buying desire* terhadap *immediate buying behavior*, *product interest* terhadap *continuous watching intention*, dan *live streaming interest* terhadap *continuous watching intention* mengindikasikan adanya pengaruh positif. Penelitian ini juga berfokus pada pengguna yang sudah pernah melakukan pembelian online sebagai akibat dari menonton konten *live streaming*.

Kata Kunci: Keputusan Pembelian, AIDA Model, *Characteristics of Live Streaming*

Abstract

This research is a replication of the extended live streaming effects model that has been tested in previous studies. This study re-examines the factors influencing purchase decisions using the Attention, Interest, Desire, and Action (AIDA) Model stages concerning purchase decisions with the roles of characteristics of live streaming (informativity, entertainment, interactivity), immersion, product interest, live streaming interest, buying desire, immediate buying behavior, and continuous watching intention. The aim of this research is to test in the context of e-commerce platform with Generation Z users, focusing more than previous studies. This quantitative research employs an online survey method, model estimation for measurement and structural testing analysis indicate unsupported data between informativity and immersion, however informativity on immersion, interactivity on immersion, entertainment on immersion, immersion on product interest, immersion on live streaming interest, product interest on buying desire, live streaming interest on buying desire, buying desire on immediate buying behavior, product interest on continuous watching intention indicate positive effects. This study also focuses on users who have previously made online purchases as a result of watching live streaming content.

Keywords: *Purchase Decisions, AIDA Model, Characteristics of Live Streaming*