

ABSTRAK

Perkembangan teknologi digital dan media sosial telah mendorong perubahan perilaku konsumen, khususnya pada Generasi Z yang semakin aktif memanfaatkan fitur *live shopping* di platform *TikTok*. Penelitian ini bertujuan untuk menganalisis pengaruh *live shopping*, *trust in creator*, dan sensasi *real-time* terhadap keputusan pembelian impulsif pada konsumen Generasi Z di platform *TikTok Live*, dengan studi kasus pada mahasiswa Universitas Muhammadiyah Jember. Populasi dalam penelitian ini adalah seluruh mahasiswa S1 yang aktif di Universitas Muhammadiyah Jember yang termasuk dalam Generasi Z dan pernah melakukan pembelian melalui *TikTok Live*. Teknik pengambilan sampel menggunakan metode *purposive sampling*, dengan jumlah sampel ditentukan berdasarkan rumus Slovin. Pengumpulan data dilakukan melalui kuesioner yang disebarluaskan secara daring, kemudian dianalisis menggunakan regresi linier berganda. Pengujian hipotesis dilakukan melalui uji parsial (uji *t*) dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa interaksi *shopping*, *trust in creator*, dan sensasi *real-time* secara parsial berpengaruh signifikan terhadap keputusan pembelian impulsif. Selain itu, ketiga variabel independen tersebut secara simultan juga berpengaruh signifikan terhadap keputusan pembelian impulsif pada konsumen Generasi Z di platform *TikTok Live*. Temuan ini mengindikasikan bahwa semakin intens interaksi, semakin tinggi tingkat kepercayaan terhadap kreator, serta semakin kuat sensasi *real-time* yang dirasakan konsumen, maka kecenderungan pembelian impulsif akan semakin meningkat.

Kata kunci: *Live Shopping*, *Trust in Creator*, Sensasi *Real-Time*, Pembelian Impulsif, Generasi Z.

ABSTRACT

The rapid development of digital technology and social media has led to significant changes in consumer behavior, particularly among Generation Z, who are increasingly engaged with the live shopping feature on the TikTok platform. This study aims to analyze the effect of live shopping interaction, trust in creator, and real-time sensation on impulsive buying decisions among Generation Z consumers on TikTok Live, with a case study of students at Universitas Muhammadiyah Jember. The sampling technique used is purposive sampling, with the sample size determined using the Slovin formula. Data were collected through an online questionnaire and analyzed using multiple linear regression analysis. Hypothesis testing was conducted through partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2). The results indicate that live shopping interaction, trust in creator, and real-time sensation partially have a significant effect on impulsive buying decisions. Furthermore, these three independent variables simultaneously have a significant effect on impulsive buying decisions among Generation Z consumers on the TikTok Live platform. These findings suggest that higher levels of interaction, stronger trust in creators, and more intense real-time sensations experienced by consumers increase the likelihood of impulsive buying.

Keywords: Live Shopping Interaction, Trust in Creator, Real-Time Sensation, Impulsive Buying Decision, Generation Z, TikTok Live.

