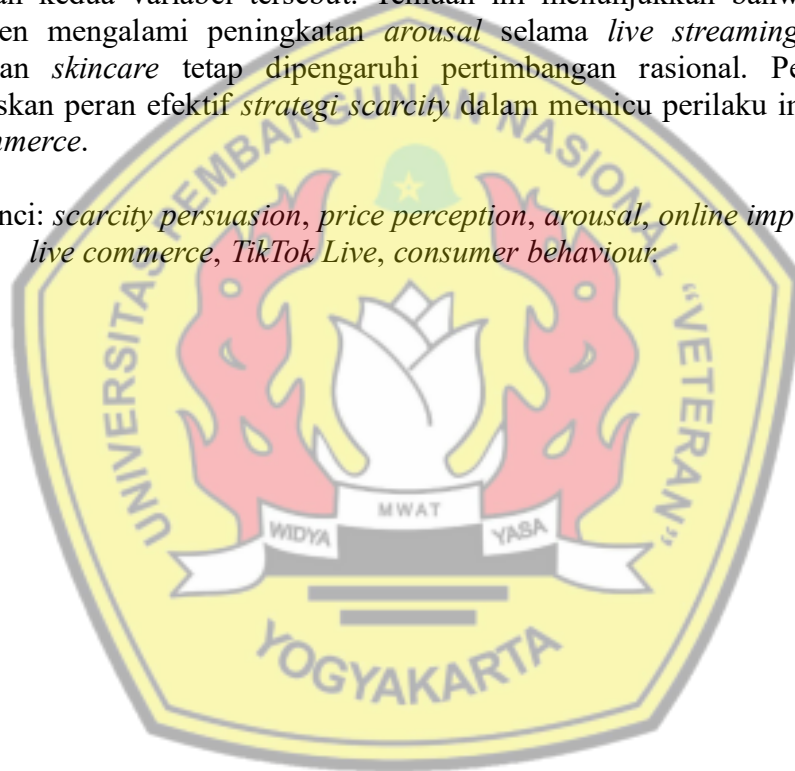


## ABSTRAK

Penelitian ini menganalisis pengaruh *scarcity persuasion* dan *price perception* terhadap *online impulse buying behaviour* pada konsumen TikTok Live produk skincare Skintific dengan *arousal* sebagai variabel mediasi. Menggunakan pendekatan kuantitatif, data diperoleh dari 167 responden yang pernah membeli produk Skintific melalui *live streaming TikTok Shop* dan dianalisis menggunakan SEM-PLS melalui *SmartPLS 4.1*. Hasil penelitian menunjukkan bahwa *scarcity persuasion* berpengaruh positif dan signifikan terhadap *impulsive buying*, sedangkan *price perception* tidak berpengaruh signifikan. Selanjutnya, *scarcity persuasion* dan *price perception* terbukti meningkatkan *arousal*, namun *arousal* tidak berpengaruh signifikan terhadap *impulsive buying* sehingga tidak memediasi hubungan kedua variabel tersebut. Temuan ini menunjukkan bahwa meskipun konsumen mengalami peningkatan *arousal* selama *live streaming*, keputusan pembelian *skincare* tetap dipengaruhi pertimbangan rasional. Penelitian ini menegaskan peran efektif *strategi scarcity* dalam memicu perilaku impulsif pada *live commerce*.

Kata kunci: *scarcity persuasion, price perception, arousal, online impulse buying, live commerce, TikTok Live, consumer behaviour*.



## ABSTRACT

This study examines the influence of scarcity persuasion and price perception on online impulse buying behaviour among consumers of Skintific skincare products during TikTok Live sessions, with arousal acting as a mediating variable. Employing a quantitative approach, data were collected from 170 respondents who had purchased Skintific products through TikTok's live streaming feature, and analysed using SEM-PLS with SmartPLS 4.1. The findings reveal that scarcity persuasion has a positive and significant effect on impulsive buying, whereas price perception shows no significant direct effect. Furthermore, both scarcity persuasion and price perception significantly enhance arousal; however, arousal does not significantly influence impulsive buying and therefore does not mediate either relationship. These results indicate that although live streaming can elevate consumers' emotional activation, purchasing decisions for skincare products remain predominantly rational. The study reinforces the effectiveness of time- and quantity-based scarcity strategies in stimulating impulsive purchasing within live commerce environments.

Keyword: scarcity persuasion, price perception, arousal, online impulse buying, live commerce, TikTok Live, consumer behaviour.

