# ABSTRAK

*Live streaming commerce* berkembang pesat di Indonesia sebagai model perdagangan yang memadukan hiburan, interaksi sosial, dan transaksi dalam satu sesi siaran langsung. TikTok Live dan Shopee Live merupakan dua *platform live streaming* terdepan yang beroperasi dalam ekosistem berbeda. TikTok sebagai *platform* berbasis konten hiburan dan Shopee sebagai *platform* berbasis transaksi belanja, sehingga diduga menghasilkan mekanisme pembentukan niat beli yang berbeda pada konsumen. Kesenjangan empiris mengenai perbedaan karakteristik tersebut pada satu merek yang sama menjadi dasar dilakukannya penelitian ini. Penelitian ini bertujuan untuk menganalisis pengaruh *hedonic gratification, utilitarian gratification,* dan *social gratification* terhadap *purchase intention* pada *live streaming skincare* Skintific di TikTok Live dan Shopee Live, serta menguji perbedaan *purchase intention* antara penonton kedua *platform*. Penelitian menggunakan pendekatan kuantitatif dengan metode survei pada dua kelompok sampel, yaitu 192 penonton TikTok Live Skintific dan 192 penonton Shopee Live Skintific, yang diperoleh melalui purposive sampling. Variabel independen terdiri dari *hedonic gratification* (X1), *utilitarian gratification* (X2), dan *social gratification* (X3), dengan *purchase intention* (Y) sebagai variabel dependen, dianalisis menggunakan regresi linear berganda dan Independent Sample T-Test. Penelitian ini berlandaskan Uses and Gratification Theory yang menegaskan bahwa audiens secara aktif memilih media guna memenuhi kebutuhan spesifik mereka. Hasil penelitian menunjukkan bahwa pada TikTok Live Skintific, *hedonic gratification* merupakan prediktor dominan *purchase intention*, diikuti *utilitarian gratification* dan *social gratification*, dengan ketiganya terbukti berpengaruh positif dan signifikan. Sebaliknya, pada Shopee Live Skintific, *utilitarian gratification* menjadi prediktor dominan, diikuti *social gratification* dan *hedonic gratification,* ketiganya juga terbukti berpengaruh positif dan signifikan. Pengujian komparatif menunjukkan tidak terdapat perbedaan yang signifikan dalam tingkat *purchase intention* antara penonton TikTok Live Skintific dan penonton Shopee Live Skintific. Temuan ini menunjukkan bahwa TikTok Live beroperasi sebagai *hedonic-driven commerce*, sedangkan Shopee Live sebagai *utilitarian-driven* commerce, namun keduanya menghasilkan tingkat purchase intention yang setara. Implikasi penelitian ini menegaskan pentingnya strategi konten *live streaming* yang bersifat *platform*-spesifik, disesuaikan dengan motivasi gratifikasi dominan konsumen di masing-masing *platform*.

**Kata Kunci :** ***Hedonic Gratification, Live streaming, Purchase Intention, Social Gratification, Utilitarian Gratification***

# ABSTRACT

*Live streaming* commerce has grown rapidly in Indonesia as a trading model that integrates entertainment, *social* interaction, and transactions within a single broadcast session. TikTok Live and Shopee Live are two leading *live streaming platform*s operating within fundamentally different ecosystems. TikTok as an entertainment-based *platform* and Shopee as a transaction-based *platform*, which are presumed to produce different mechanisms of purchase intention formation among consumers. The empirical gap regarding these differing mechanisms within a single brand context serves as the basis of this study. This study aims to analyze the influence of *hedonic* gratification, *utilitarian* gratification, and *social* gratification on purchase intention in Skintific *skincare live streaming* on TikTok Live and Shopee Live, and to examine differences in purchase intention between viewers of both *platform*s. A quantitative approach with a survey method was applied to two sample groups of 192 TikTok Live Skintific viewers and 192 Shopee Live Skintific viewers, obtained through purposive sampling. The independent variables consist of *hedonic* gratification (X1), *utilitarian* gratification (X2), and *social* gratification (X3), with purchase intention (Y) as the dependent variable, analyzed using multiple linear regression and the Independent Sample T-Test. This study is grounded in Uses and Gratification Theory, which asserts that audiences actively select media to satisfy their specific needs. Results indicate that on TikTok Live Skintific, *hedonic* gratification is the dominant predictor of purchase intention, followed by *utilitarian* gratification and *social* gratification, with all three variables proven to have a positive and significant effect. Conversely, on Shopee Live Skintific, *utilitarian* gratification is the dominant predictor, followed by *social* gratification and *hedonic* gratification, all of which also have a positive and significant effect. Comparative testing shows no significant difference in purchase intention levels between TikTok Live Skintific viewers and Shopee Live Skintific viewers. These findings indicate that TikTok Live operates as *hedonic*-driven commerce while Shopee Live operates as *utilitarian*-driven commerce, yet both produce equivalent levels of purchase intention. This study implies the importance of *platform*-specific *live streaming* content strategies tailored to the dominant gratification motivations of consumers on each *platform*.



**Keywords: *Hedonic* Gratification, *Live streaming*, Purchase Intention, *Social* Gratification, *Utilitarian* Gratification**