PENGARUH STIMULUS *LIVE STREAMING* TERHADAP NIAT PEMBELIAN *OFFLINE* MELALUI SIKAP KONSUMEN

(Survei pada Produk *Skincare* Hanasui di Indonesia)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh stimulus *live streaming* terhadap niat pembelian *offline* melalui sikap konsumen berdasarkan teori Stimulus-Organism-Response (S-O-R). Stimulus dalam penelitian ini terdiri atas *informativiness, wishful identification, parasocial relationship*, dan *inspiration*. Sikap konsumen diproksikan melalui sikap terhadap *influencer* dan sikap terhadap produk. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 230 responden yang pernah menyaksikan *live streaming* produk *skincare* Hanasui, dengan teknik purposive sampling. Analisis data dilakukan menggunakan Structural Equation Modeling berbasis Partial Least Square (PLS-SEM) melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa stimulus *live streaming* berpengaruh positif dan signifikan terhadap sikap terhadap *influencer*, sikap terhadap produk, serta niat pembelian *offline*. Selain itu, sikap terhadap *influencer* dan sikap terhadap produk juga berpengaruh positif dan signifikan terhadap niat pembelian *offline* serta memediasi secara parsial pengaruh stimulus terhadap niat pembelian *offline*. Temuan ini menunjukkan bahwa stimulus *live streaming* berperan penting dalam membentuk sikap konsumen yang pada akhirnya meningkatkan niat pembelian *offline*. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi pemasaran digital, khususnya dalam penguatan strategi *live streaming* pada industri e-*commerce* di Indonesia melalui pemahaman peran mediasi parsial sikap konsumen.

Kata kunci: Stimulus-Organism-Response (S-O-R), *live streaming*, sikap konsumen, *influencer*, niat pembelian *offline*.

THE EFFECT OF LIVE STREAMING STIMULI ON OFFLINE PURCHASE INTENTION THROUGH CONSUMER ATTITUDES: A SURVEY OF HANASUI SKINCARE PRODUCTS IN INDONESIA

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ABSTRACT

This study aims to analyze the effect of live streaming stimuli on offline purchase intention through consumer attitudes based on the Stimulus-Organism-Response (S-O-R) theory. The stimuli in this study consist of informativiness, wishful identification, parasocial relationship, and inspiration. Consumer attitudes are represented by attitudes toward influencers and attitudes toward promoted products. This research employs a quantitative approach using a survey method involving 230 respondents who have watched Hanasui skincare live streaming sessions, selected through purposive sampling. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with SmartPLS 4.0. The results show that live streaming stimuli have a positive and significant effect on attitudes toward influencers, attitudes toward products, and offline purchase intention. Furthermore, both attitudes toward influencers and attitudes toward products also have a positive and significant effect on offline purchase intention and partially mediate the relationship between live streaming stimuli and offline purchase intention. These findings indicate that live streaming stimuli play an important role in shaping consumer attitudes, which ultimately enhance offline purchase intention. This study is expected to contribute to the development of digital marketing strategies, particularly in strengthening live streaming strategies in Indonesia's e-commerce industry through a better understanding of the partial mediation role of consumer attitudes.

Keywords: *Stimulus-Organism-Response (S-O-R), live streaming, consumer attitudes, influencer, offline purchase intention.*