

ABSTRAK

Pengaruh *Live Streaming* dan Promo Tanggal Kembar terhadap *Impulsive Buying* Generasi Z pada Shopee di Kota Lhokseumawe

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Penelitian ini bertujuan untuk menganalisis pengaruh *live streaming* dan promo tanggal kembar terhadap perilaku *impulsive buying* Generasi Z pengguna Shopee di Kota Lhokseumawe. Permasalahan yang melatarbelakangi penelitian ini adalah maraknya penggunaan fitur *live streaming* dan program promosi tematik tanggal kembar yang diduga mendorong perilaku pembelian tidak terencana di kalangan konsumen muda. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel berjumlah 100 responden Generasi Z yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner daring berskala Likert lima poin dan dianalisis menggunakan regresi linear berganda dengan bantuan *software* SPSS. Hasil penelitian menunjukkan bahwa: (1) *live streaming* berpengaruh positif dan signifikan terhadap *impulsive buying*, dengan nilai t-hitung sebesar 4,105 dan signifikansi 0,000; (2) promo tanggal kembar berpengaruh positif dan signifikan terhadap *impulsive buying*, dengan nilai t-hitung sebesar 3,432 dan signifikansi 0,001; serta (3) kedua variabel secara simultan menjelaskan 54,7% variasi perilaku *impulsive buying* berdasarkan nilai koefisien determinasi (R^2). Kesimpulan penelitian ini adalah fitur *live streaming* dan promo tanggal kembar terbukti secara empiris sebagai stimulus eksternal yang efektif memicu pembelian impulsif pada Generasi Z melalui mekanisme urgensi waktu dan fenomena *Fear of Missing Out* (FOMO), sejalan dengan teori *Stimulus-Organism-Response* (S-O-R).

Kata Kunci: *live streaming*, promo tanggal kembar, *impulsive buying*, Generasi Z, Shopee

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ABSTRACT

The Influence of *Live Streaming* and Double Date Promotions on *Impulsive Buying* Behavior Among Generation Z Shopee Users in Lhokseumawe City

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This study aims to analyze the influence of *live streaming* and double date promotions on *impulsive buying* behavior among Generation Z users of Shopee in Lhokseumawe City. The problem underlying this research is the widespread use of *live streaming* features and thematic double date promotional programs, which are suspected of driving unplanned purchasing behavior among young consumers. This study employed a quantitative approach using a survey method. The sample consisted of 100 Generation Z respondents selected through *purposive sampling*. Data were collected via an online questionnaire using a five-point Likert scale and analyzed using multiple linear regression with SPSS *software*. The results indicate that: (1) *live streaming* has a positive and significant effect on *impulsive buying*, with a t-value of 4.105 and a significance level of 0.000; (2) double date promotions have a positive and significant effect on *impulsive buying*, with a t-value of 3.432 and a significance level of 0.001; and (3) both variables simultaneously explain 54.7% of the variance in *impulsive buying* behavior based on the coefficient of determination (R^2). This study concludes that *live streaming* features and double date promotions are empirically proven as effective external stimuli that trigger impulsive purchasing among Generation Z through time urgency mechanisms and the *Fear of Missing Out* (FOMO) phenomenon, consistent with the *Stimulus-Organism-Response* (S-O-R) theory.

Keywords: *live streaming*, double date promotion, *impulsive buying*, Generation Z, Shopee