

ABSTRAK

Dicky Osito

Thesis

Analisa Online Sales Promotion, Hedonic Value dan Utilitarian Value Terhadap Impulsive Buying Dimoderasi Oleh Advertising Content Value: Case Study Tiktokshop

Tagar "TikTokMadeMeBuyIt" masih sedang viral. Tagar tersebut saat ini memiliki 8,4 miliar penonton. Orang-orang dengan bangga memposting tentang barang yang mereka beli berdasarkan postingan yang mereka lihat di tiktok. Fakta ini menunjukkan bagaimana platform dan komunitas tiktok dapat mendorong perilaku pembelian impulsif (Impulsive Buying). Penelitian ini bertujuan untuk mengetahui pengaruh online sales promotion, hedonic value dan utilitarian value secara parsial terhadap impulsive buying dan pengaruh online sales promotion, hedonic value dan utilitarian value terhadap impulsive buying di tiktok yang dimoderasi Advertising Content Value. Penelitian ini berjenis kuantitatif deksriktif. Sampel pada penelitian ini menggunakan 250 pengguna yang minimal telah berbelanja 1 kali di tiktokshop. Teknik pengumpulan data menggunakan kuesioner dan dokumentasi. Penelitian ini dianalisis dengan menggunakan pendekatan Partial Least Square (PLS). Hasil penelitian ini menunjukkan ada pengaruh online sales promotion terhadap impulsive buying. Ada pengaruh hedonic value terhadap impulsive buying. Ada pengaruh utilitarian value terhadap impulsive buying. Tidak ada pengaruh online sales promotion terhadap impulsive buying yang dimoderasi oleh advertising content value. Ada pengaruh hedonic value terhadap impulsive buying yang dimoderasi oleh advertising content value. Terakhir tidak ada pengaruh utilitarian Value terhadap impulsive buying yang dimoderasi oleh advertising content value.

Kata Kunci: Advertising Content Value, Hedonic Value, Impulsive Buying, Online Sales Promotion, Utilitarian Value

ABSTRACT

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Analysis of Online Sales Promotion, Hedonic Value and Utilitarian Value of Impulsive Buying Moderated by Advertising Content Value: Tiktokshop Case Study

The hashtag "TikTokMadeMeBuyIt" is still going viral. The hashtag currently has 8.4 billion viewers. People proudly post about the items they have purchased based on the posts they see on TikTok. This fact demonstrates how the TikTok platform and community can encourage impulsive buying behavior. This research aims to determine the partial effects of online sales promotion, hedonic value, and utilitarian value on impulsive buying, as well as the influence of online sales promotion, hedonic value, and utilitarian value on impulsive buying on TikTok moderated by Advertising Content Value. This research is a quantitative descriptive study. The sample for this study consisted of 250 users who had made at least one purchase on TikTokShop. Data collection techniques involved the use of questionnaires and documentation. The research was analyzed using the Partial Least Square (PLS) approach. The results of this study indicate that there is an influence of online sales promotion on impulsive buying. There is an influence of hedonic value on impulsive buying. There is an influence of utilitarian value on impulsive buying. There is no influence of online sales promotion on impulsive buying moderated by Advertising Content Value. There is an influence of hedonic value on impulsive buying moderated by Advertising Content Value. Lastly, there is no influence of utilitarian value on impulsive buying moderated by Advertising Content Value.

Keywords: Advertising Content Value, Hedonic Value, Impulsive Buying, Online Sales Promotion, Utilitarian Value

DAFTAR ISI

SAMPUL	i
HALAMAN JUDUL.....	ii
LEMBAR PERNYATAAN	iii
KATA PENGANTAR	iv
ABSTRAK.....	vi
ABSTRACT	vii
DAFTAR ISI	viii
DAFTAR TABEL.....	xi
DAFTAR GAMBAR	xii
DAFTAR LAMPIRAN.....	xiii
I. PENDAHULUAN	1
1. Latar Belakang	1
2. Pertanyaan Penelitian	5
3. Tujuan Penelitian.....	5
4. Manfaat Penelitian	5
5. Batasan Penelitian	6
II. TINJAUAN PUSTAKAN.....	7
1. Nalar Konsep Impulsive Buying	7
2. Nalar Konsep Online Sales Promotion	10

3.	Nalar Konsep Hedonic Value	13
4.	Nalar Konsep Utilitarian Value	14
5.	Nalar Konsep Advertising Content Value	16
6.	Hubungan Online Sales Promotion terhadap impulsive Buying.....	18
7.	Hubungan Hedonic Value terhadap impulsive Buying	18
8.	Hubungan Utilitarian Value terhadap impulsive Buying	18
9.	Hubungan OSP terhadap IB yang dimoderasi AVC di Tiktok	19
10.	Hubungan HV terhadap IB yang dimoderasi ACV di Tiktok.....	20
11.	Hubungan UV terhadap IB yang dimoderasi ACV di Tiktok.....	20
12.	Hubungan Advertising Content Value terhadap Imolusive Buying.....	21
13.	Model Penelitian.....	21
III. METODE PENELITIAN.....		22
1.	Jenis Penelitian.....	22
2.	Populasi dan Sampel	22
3.	Definisi Operasional.....	23
4.	Jenis data dan Sumber Data	23
5.	Prosedur Pengumpulan Data	24
6.	Teknik Analisis Data	25
IV. HASIL DAN PENELITIAN		26
1.	Gambaran Umum Obyek Penelitian	26
2.	Deskripsi penelitian	28

1. Deskripsi Variabel Penelitian Online Sales Promotion	29
2. Deskripsi Variabel Penelitian Hedonic Value	30
3. Deskripsi Variabel Penelitian Utilitarian Value	31
4. Deskripsi Variabel Penelitian Advertising Content Value	32
5. Deskripsi Variabel Penelitian Impulsive Buying	32
4.3 Analisa Model Partial Least Square (PLS).....	33
a. Evaluasi Outer Model.....	34
1) Validitas Konvergen (Convergent Validity).....	34
2) Uji AVE.....	37
3) <i>Discriminant Fornell-Larcker</i>	38
4) <i>Internal Consistency</i>	38
b. Analisa Inner Model (Uji Hipotesis)	39
1) Hasil Uji Pengaruh Langsung (Direct Effect)	40
2) Pengaruh tidak langsung (Indirect Effect)	41
4.4 Pembahasan	42
V. PENUTUP	51
5.1 Kesimpulan.....	51
5.2 Saran.....	51

DAFTAR PUSTAKA

DAFTAR TABEL

Tabel	Hal
3.1 Definisi Operasional	43
4.1 Karakteristik Responden Berdasarkan Usia	26
4.2 Karakteristik Responden Berdasarkan Jenis Kelamin	27
4.3 Karakteristik Responden Berdasarkan Durasi Bermain Tiktok	27
4.4 Karakteristik Responden Berdasarkan Kategori Produk	27
4.5 Karakteristik Responden Berdasarkan E-commerce	28
4.6 Indeks Persepsi Responden Terhadap Variabel <i>Online Sales Promotion</i>	29
4.7 Indeks Persepsi Responden Terhadap Variabel <i>Variabel Hedonic</i>	30
4.8 Indeks Persepsi Responden Terhadap Variabel <i>Utilitarian Value</i>	31
4.9 Indeks Persepsi Responden Terhadap Variabel <i>Advertising Content Value</i>	32
4.10 Indeks Persepsi Responden Terhadap Variabel <i>Impulsive Buying</i>	33
4.11 Uji Convergent Validity	35
4.12 Discriminant AVE	37
4.13 <i>Discriminant Fornell-Larcker</i>	37
4.14 Uji Reliabilitas Variabel Penelitian	37
4.15 Hasil Uji Hipotesis <i>Direct Effect</i>	40
4.16 Hasil Uji Hipotesis <i>Indirect Effect</i>	41

DAFTAR GAMBAR

Gambar	Hal
Gambar 2.1 Model Penelitian.....	32
Gambar 4.1 Hasil Outer Model	34
Gambar 4.2 Inner Model	40

DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian
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