

## ABSTRAK

### PERAN PERCEIVED UTILITARIAN VALUE SEBAGAI MEDIASI DALAM PENGARUH KARAKTERISTIK LIVE STREAMING TERHADAP PURCHASE INTENTION DI SHOPEE LIVE

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *interactivity* terhadap *purchase intention*, (2) pengaruh secara langsung *visibility* terhadap *purchase intention*, (3) pengaruh secara langsung *communication immediacy* terhadap *purchase intention*, (4) pengaruh *interactivity* terhadap *purchase intention* melalui *perceived utilitarian value*, (5) pengaruh *visibility* terhadap *purchase intention* melalui *perceived utilitarian value*, (6) pengaruh *communication immediacy* terhadap *purchase intention* melalui *perceived utilitarian value*. Populasi yang digunakan pada penelitian ini adalah pengguna Shopee Live di Indonesia yang pernah mengikuti sesi *live streaming*, dengan sampel yang sudah ditentukan berdasarkan kriteria responden yang pernah menonton atau mengikuti *live streaming*, melakukan interaksi dan berkomunikasi dengan *streamer* selama sesi *live streaming*, serta memasukkan produk Shopee Live ke dalam keranjang dan terdorong atau ada keinginan untuk membeli produk tersebut. Teknik pengambilan sampel menggunakan *non-probability sampling*. Data diperoleh dengan membagikan kuesioner tentang *interactivity*, *visibility*, *communication immediacy*, *perceived utilitarian value*, dan *purchase intention* kepada 415 responden. Teknik analisa data menggunakan Partial Least Square dengan *software SmartPLS* versi 4. Hasil penelitian menunjukkan bahwa: 1) *interactivity* secara langsung berpengaruh terhadap *purchase intention*. 2) *visibility* secara langsung berpengaruh terhadap *purchase intention*. 3) *communication immediacy* secara langsung berpengaruh terhadap *purchase intention*. 4) *interactivity* berpengaruh terhadap *purchase intention* melalui *perceived utilitarian value* sebagai *complementary mediation*. 5) *visibility* berpengaruh terhadap *purchase intention* melalui *perceived utilitarian value* sebagai *complementary mediation*. 6) *communication immediacy* berpengaruh terhadap *purchase intention* melalui *perceived utilitarian value* sebagai *complementary mediation*.

**Kata Kunci:** *Interactivity, Visibility, Communication Immediacy, Perceived Utilitarian Value, dan Purchase Intention*

**ABSTRACT**

***THE ROLE OF PERCEIVED UTILITARIAN VALUE AS A MEDIATION IN  
THE INFLUENCE OF LIVE STREAMING CHARACTERISTICS ON  
PURCHASE INTENTION IN SHOPEE LIVE***

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*This study aims to determine: (1) the direct effect of interactivity on purchase intention, (2) the direct effect of visibility on purchase intention, (3) the direct effect of communication immediacy on purchase intention, (4) the effect of interactivity on purchase intention through perceived utilitarian value, (5) the effect of visibility on purchase intention through perceived utilitarian value, (6) the effect of communication immediacy on purchase intention through utilitarian value. The population used in this study was Shopee Live users in Indonesia who had participated in live streaming sessions, with the sample was determined based on the criteria of respondents who had watched or participated in live streaming, interacted and communicated with streamers during live streaming sessions, and added Shopee Live product to their cart and were encouraged or had desire to buy the product. The sampling technique used non-probability sampling. The data were obtained by distributing questionnaires about interactivity, visibility, communication immediacy, perceived utilitarian value, and purchase intention to 415 respondents. The data analysis technique used Partial Least Square with SmartPLS software version 4. The results of the study showed that: 1) interactivity directly influences purchase intention. 2) Visibility directly influences purchase intention. 3) Communication immediacy directly influences purchase intention. 4) Interactivity influences purchase intention through perceived utilitarian value as a complementary mediator. 5) Visibility influences purchase intention through perceived utilitarian value as a complementary mediator. 6) Communication immediacy influences purchase intention through perceived utilitarian value as a complementary mediator.*

**Keywords:** *Interactivity, Visibility, Communication Immediacy, Perceived Utilitarian Value, and Purchase Intention*