

ABSTRAK

PENGARUH LIVE STREAMING, CONTENT MARKETING, DAN FoMO TERHADAP IMPULSE BUYING PADA SOCIAL COMMERCE TIKTOK SHOP Studi Pada Konsumen Brand Aerostreet

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2026

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *live streaming*, *content marketing*, dan FoMO terhadap keputusan *impulse buying* pada social commerce TikTok Shop, 2) pengaruh *live streaming* terhadap keputusan *impulse buying*, 3) pengaruh *content marketing* terhadap keputusan *impulse buying*, dan 4) pengaruh FoMO terhadap keputusan *impulse buying*. Populasi dalam penelitian ini adalah pengguna aplikasi TikTok, pernah melakukan *impulse buying* produk Aerostreet di TikTok Shop, pernah menonton *live streaming*, dan *content marketing* Aerostreet di TikTok. Data diperoleh dengan membagikan kuesioner mengenai *live streaming*, *content marketing*, FoMO, dan *impulse buying* kepada 400 responden. Teknik pengambilan sampel yang digunakan yaitu *non probability sampling* dengan pendekatan *purposive sampling*. Teknik analisis data menggunakan analisis regresi linier berganda, uji F, uji t dan koefisien determinasi dengan bantuan aplikasi SPSS 29. Hasil penelitian menunjukkan bahwa: 1) *live streaming*, *content marketing*, dan FoMO secara simultan berpengaruh terhadap keputusan *impulse buying* pada, 2) *live streaming* berpengaruh terhadap keputusan *impulse buying*, 3) *content marketing* berpengaruh terhadap keputusan *impulse buying*, dan 4) FoMO berpengaruh terhadap keputusan *impulse buying*. Hasil penelitian ini menunjukkan bahwa strategi pemasaran digital melalui *live streaming*, *content marketing* yang menarik, serta munculnya rasa takut tertinggal informasi atau tren (FoMO) mampu meningkatkan keputusan *impulse buying* konsumen pada TikTok Shop.

Kata Kunci: *Live Streaming, Content Marketing, Fear of Missing Out (FoMO), Impulse Buying, TikTok Shop*

ABSTRACT

THE INFLUENCE OF LIVE STREAMING, CONTENT MARKETING, AND FoMO ON IMPULSE BUYING IN SOCIAL COMMERCE TIKTOK SHOP: A STUDY ON AEROSTREET BRAND CONSUMERS

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This study aims to determine: (1) the simultaneous influence of live streaming, content marketing, and Fear of Missing Out (FoMO) on impulse buying decisions in TikTok Shop social commerce; (2) the influence of live streaming on impulse buying decisions; (3) the influence of content marketing on impulse buying decisions; and (4) the influence of FoMO on impulse buying decisions. The population in this study consisted of TikTok application users who had purchased Aerostreet products through TikTok Shop, had watched Aerostreet live streaming sessions, and had been exposed to Aerostreet content marketing on TikTok. Data were collected by distributing questionnaires measuring live streaming, content marketing, FoMO, and impulse buying to 400 respondents. The sampling technique used was non-probability sampling with a purposive sampling approach. Data analysis was conducted using multiple linear regression analysis, F-test, t-test, and coefficient of determination analysis with the assistance of SPSS version 29. The results of this study indicate that: (1) live streaming, content marketing, and FoMO simultaneously have a significant influence on impulse buying decisions; (2) live streaming has a significant influence on impulse buying decisions; (3) content marketing has a significant influence on impulse buying decisions; and (4) FoMO has a significant influence on impulse buying decisions. These findings suggest that digital marketing strategies through engaging live streaming and content marketing, as well as the emergence of fear of missing out (FoMO), can enhance consumers' impulse buying decisions on TikTok Shop.

Keywords: Live Streaming, Content Marketing, Fear of Missing Out (FoMO), Impulse Buying, TikTok Shop.