

ABSTRAK

PENGARUH SCARCITY MARKETING, DAYA TARIK DAN KEAHLIAN STREAMER TERHADAP MINAT BELI SEPATU AEROSTREET MELALUI FLOW EXPERIENCE

Daniel Narendra Maheswara
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh langsung *scarcity marketing* terhadap minat beli sepatu Aerostreet, 2) pengaruh langsung daya tarik *streamer* terhadap minat beli sepatu Aerostreet, 3) pengaruh langsung keahlian *streamer* terhadap minat beli sepatu Aerostreet, 4) pengaruh langsung *flow experience* terhadap minat beli sepatu Aerostreet, 5) pengaruh *scarcity marketing* terhadap minat beli sepatu Aerostreet dengan dimediasi *flow experience*, 6) pengaruh daya tarik *streamer* terhadap minat beli sepatu Aerostreet dengan dimediasi *flow experience*, 7) pengaruh keahlian *streamer* terhadap minat beli sepatu Aerostreet dengan dimediasi *flow experience*. Teknik pengambilan sampel *non-probability sampling* dengan menggunakan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *google form* yang disebarakan kepada 387 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa: 1) *scarcity marketing* berpengaruh langsung terhadap minat beli sepatu Aerostreet, 2) daya tarik *streamer* tidak berpengaruh langsung terhadap minat beli sepatu Aerostreet, 3) keahlian *streamer* berpengaruh langsung terhadap minat beli sepatu Aerostreet, 4) *flow experience* berpengaruh langsung terhadap minat beli sepatu Aerostreet, 5) *flow experience* memediasi secara parsial (*partial mediation*) pengaruh *scarcity marketing* terhadap minat beli sepatu Aerostreet, 6) *flow experience* memediasi secara penuh (*full mediation*) pengaruh daya tarik *streamer* terhadap minat beli sepatu Aerostreet, 7) *flow experience* memediasi secara parsial (*partial mediation*) pengaruh keahlian *streamer* terhadap minat beli sepatu Aerostreet.

Kata kunci: *Scarcity Marketing*, Daya Tarik *Streamer*, Keahlian *Streamer*, *Flow Experience*, Minat Beli.

ABSTRACT

THE INFLUENCE OF SCARCITY MARKETING, STREAMER ATTRACTIVENESS, AND STREAMER EXPERTISE ON THE PURCHASE INTENTION OF AEROSTREET SHOES THROUGH FLOW EXPERIENCE

Daniel Narendra Maheswara
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta, Indonesia
2026

This study aims to determine: 1) the direct effect of scarcity marketing on purchase intention for Aerostreet shoes, 2) the direct effect of streamer attractiveness on purchase intention for Aerostreet shoes, 3) the direct effect of streamer expertise on purchase intention for Aerostreet shoes, 4) the direct effect of flow experience on purchase intention for Aerostreet shoes, 5) the effect of scarcity marketing on purchase intention for Aerostreet shoes mediated by flow experience, 6) the effect of streamer attractiveness on purchase intention for Aerostreet shoes mediated by flow experience, and 7) the effect of streamer expertise on purchase intention for Aerostreet shoes mediated by flow experience. A non-probability sampling technique specifically purposive sampling was employed; data were collected via a Google Form questionnaire distributed to 387 respondents who met the criteria. Data analysis was conducted using Partial Least Squares (SmartPLS 4.0). The results indicate that: 1) scarcity marketing has a direct effect on purchase intention for Aerostreet shoes, 2) streamer attractiveness does not have a direct effect on purchase intention for Aerostreet shoes, 3) streamer expertise has a direct effect on purchase intention for Aerostreet shoes, 4) flow experience has a direct effect on purchase intention for Aerostreet shoes, 5) flow experience partially mediates the effect of scarcity marketing on purchase intention for Aerostreet shoes, 6) flow experience fully mediates the effect of streamer attractiveness on purchase intention for Aerostreet shoes, and 7) flow experience partially mediates the effect of streamer expertise on purchase intention for Aerostreet shoes.

Keywords: Scarcity Marketing, Streamer Attractiveness, Streamer Expertise, Flow Experience, Purchase Intention.