PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

# ABSTRAK

## PENGARUH INTERAKTIVITAS, FINAN CIAL VALUE, GAMIFIKASI, SOCIAL PRESENCE, DAN SOCIAL SUPPORT DALAM LIVE STREAMING E-COMMERCE TERHADAP MINAT BELI KONSUMEN

Ignatius Danang Yonas
Program Studi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

*Live streaming e-commerce* di *platform* seperti TikTok *Live*, Shopee *Live*, Lazada *Live*, dan Tokopedia *Live* membuat pengalaman berbelanja lebih interaktif dan mengubah perilaku pembelian konsumen. Penelitian ini bertujuan menganalisis pengaruh interaktivitas, *financial value*, gamifikasi, *social presence*, dan *social support* terhadap minat beli konsumen. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Sampel dipilih melalui *purposive sampling* dan berjumlah 284 responden di seluruh Indonesia yang pernah menonton dan berinteraksi pada *live streaming e-commerce*. Data dikumpulkan dengan kuesioner berskala Likert dan dianalisis menggunakan regresi linier berganda dengan SPSS. Hasil menunjukkan bahwa model penelitian layak digunakan dan kelima variabel secara simultan berpengaruh signifikan terhadap minat beli. Model menjelaskan 71,2% variasi minat beli ($R^2$ = 0,712). Secara parsial, *financial value* memiliki pengaruh terbesar ($\beta$ = 0,302; $p < 0,05$), diikuti *social presence* ($\beta$ = 0,284) dan interaktivitas ($\beta$ = 0,253); ketiganya berpengaruh positif dan signifikan. Gamifikasi ($p$ = 0,245) dan *social support* ($p$ = 0,333) tidak berpengaruh signifikan. Dengan demikian, minat beli konsumen lebih ditentukan oleh nilai ekonomi, kehadiran sosial, dan interaksi dua arah dengan penjual.

Kata Kunci : interaktivitas, *financial value*, gamifikasi, *social presence*, *social support*, minat beli, *live streaming e-commerce.*

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

# ABSTRACT

## THE INFLUENCE OF INTERACTIVITY, FINANCIAL VALUE, GAMIFICATION, SOCIAL PRESENCE, AND SOCIAL SUPPORT IN E-COMMERCE LIVE STREAMING ON CONSUMER PURCHASE INTENTION

Ignatius Danang Yonas
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

Live streaming e-commerce on platforms such as TikTok Live, Shopee Live, Lazada Live, and Tokopedia Live makes the shopping experience more interactive and transforms consumer purchasing behavior. This study aims to analyze the influence of interactivity, financial value, gamification, social presence, and social support on consumer purchase intention. The study employed a quantitative approach with a survey method. A sample of 284 respondents across Indonesia who had watched and interacted on live streaming e-commerce was selected using purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using multiple linear regression with SPSS. The results indicate that the research model is feasible, and all five variables simultaneously have a significant effect on purchase intention. The model explains 71.2% of the variation in purchase intention ($R^2 = 0.712$). Partially, financial value has the largest effect ($\beta = 0.302$; $p < 0.05$), followed by social presence ($\beta = 0.284$) and interactivity ($\beta = 0.253$); all three have positive and significant effects. Meanwhile, gamification ($p = 0.245$) and social support ($p = 0.333$) do not have a significant effect. Thus, consumer purchase intention is predominantly driven by economic value, social presence, and two-way interaction with the seller.

**Keywords:** interactivity, financial value, gamification, social presence, social support, purchase intention, live streaming e-commerce.