

ABSTRACT

An increase in people's online shopping activities which reach 30% has caused e-commerce in Indonesia to grow up to 66% during the pandemic era. One of the e-commerce features that is experiencing growth is the live shopping feature. Impulse purchases on live shopping represents 40% of the number of transactions which occur in e-commerce. Therefore, it is important for the researcher to know the factors which are considered to be able to influence impulse buying that is done by consumers, such as individual factors (perceived usefulness and perceived enjoyment) and situational factors (parasocial interactions). Non-probability sampling technique with purposive sampling method was implemented in this study toward 120 respondents who are using Lazada Live (LazLive) live shopping in Central Java.

Structural Equation Model (SEM) analysis in the AMOS program showed that perceived usefulness have a positive effect on perceived enjoyment of 0.67. Perceived usefulness was also proven to have a positive effect toward impulse buying of 0.43. Perceived enjoyment as a variable of mediation had a positive effect on impulse buying of 0.33. Beside that, parasocial interaction also had a positive influence on the perceived enjoyment by 0.29. Parasocial interaction was also proven to have a positive effect on impulse buying by 0.25.

Based on the results of the tests, the perceived enjoyment successfully mediated the relationship between parasocial interaction and perceived usefulness on impulse buying well. This could be seen on the value of the influence on the mediated variable by the perceived enjoyment which much bigger than the value of the variable without the mediation of perceived enjoyment. Therefore, this study conclude that individual factors have a bigger influence on consumer impulse buying than situational factors

Keywords: *Parasocial Interaction, Perceived Usefulness, Perceived Enjoyment, Impulsive Buying, Live Shopping*