

ABSTRACT

This study aims to provide an update on previous research regarding the effect of streamer attractiveness on impulsive consumption in live streaming shopping. In this study using the SOR (Stimulus-Organism-Response) concept with qualitative methods using questionnaires via Googleform and testing research instruments using Validity, Reliability and EFA (Exploratory Factor Analysis) tests with SPSS version 25 for macro process data analysis by Andrew F. Hayes version 4.1 which uses the fourth model. The results of this study indicate that there is a positive effect of streamer attractiveness on arousal (stimulus-organism) and a positive effect of arousal on impulsive consumption (organism-response). So it can be concluded that there is also an indirect positive influence from streamer attractiveness on impulsive consumption through arousal of 0.2110 with a 95% confidence interval (CI) ranging from BootLLCI (0.0577) - BootULCI (0.3768) which means that this indirect effect is quite significant because the effect results are close to the highest level on BootULCI.

Key Word: Streamer Attraction, Impulsive Consumption, Arousal, Concepts SOR, Macro Process