

ABSTRACT

Indonesia's digital landscape demonstrates deep penetration, with 212 million internet users (74.6% of the population) and the dominance of TikTok as a platform with 194.37 million users, making it a potential market for live streaming commerce. Within this ecosystem, the shoppertainment phenomenon has transformed consumer interaction patterns, where technical and social features become crucial in driving purchase decisions. This study aims to analyze the effect of anthropomorphism and media richness on purchase intention through the mediation of psychological distance and customer engagement, as well as to examine the role of celebrity endorsement and live streaming as external driving factors among TikTok users in Semarang City.

This research employs a theoretical framework model based on Stimulus-Organism-Response (S-O-R) incorporating anthropomorphism, media richness, celebrity endorsement, live streaming, psychological distance, customer engagement, and purchase intention. The research method used is a quantitative approach. Sampling was conducted using purposive sampling. Data were collected via questionnaires distributed to 200 respondents in Semarang and analyzed using Structural Equation Modeling (SEM) techniques with AMOS 24 software.

The results indicate that anthropomorphism and media richness significantly influence psychological distance. Furthermore, psychological distance, celebrity endorsement, and live streaming have a significant positive effect on customer engagement. Meanwhile, celebrity endorsement and live streaming do not have a significant direct influence on purchase intention; however, they influence it through customer engagement. Additionally, customer engagement is proven to have a significant positive effect on purchase intention. This study provides managerial implications regarding the importance of creating meaningful interactions to increase sales.

Keywords: *Anthropomorphism, Media Richness, Celebrity Endorsement, Live Streaming, Psychological Distance, Customer Engagement, Purchase Intention.*