ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING* DAN *LIVE SHOPPING EXPERIENCE* TERHADAP *IMPULSE BUYING* GEN Z DENGAN *EMOTIONAL AROUSAL* SEBAGAI VARIABEL MEDIASI PADA PLATFORM *E-COMMERCE*

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Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing dan live shopping experience terhadap impulse buying Generasi Z dengan emotional arousal sebagai variabel mediasi pada platform e-commerce. Metode penelitian menggunakan pendekatan kuantitatif dengan 190 responden Gen Z di Kota Kendal, dianalisis menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa social media marketing berpengaruh signifikan terhadap emotional arousal dan impulse buying. Emotional arousal juga terbukti berpengaruh signifikan terhadap impulse buying serta memediasi hubungan antara social media marketing dan impulse buying. Sebaliknya, live shopping experience tidak berpengaruh signifikan terhadap emotional arousal maupun impulse buying, dan tidak dimediasi oleh emotional arousal. Temuan ini menegaskan bahwa social media marketing memiliki peran dominan dalam mendorong impulse buying Gen Z, sementara live shopping experience belum memberikan pengaruh yang kuat.

Kata kunci: Social Media Marketing, Live Shopping, Emotional Arousal, Impulse Buying, Gen Z.

ABSTRACT

THE EFFECT OF SOCIAL MEDIA MARKETING AND DIRECT SHOPPING EXPERIENCE ON GENERATION Z'S IMPULSIVE PURCHASING WITH EMOTIONAL AROUSAL AS A MEDIATING VARIABLE ON E-COMMERCE PLATFORMS

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This study aims to analyze the influence of social media marketing and live shopping experiences on impulse buying among Generation Z, with emotional arousal as a mediating variable on e-commerce platforms. The research method used a quantitative approach with 190 Gen Z respondents in Kendal City, analyzed using SmartPLS. The results showed that social media marketing significantly influenced emotional arousal and impulse buying. Emotional arousal also significantly influenced impulse buying and mediated the relationship between social media marketing and impulse buying. Conversely, live shopping experiences had no significant effect on emotional arousal or impulse buying, and were not mediated by emotional arousal. These findings confirm that social media marketing plays a dominant role in driving impulse buying among Gen Z, while live shopping experiences have not yet exerted a strong influence.

Keywords*: Social Media Marketing, Live Shopping, Emotional Arousal, Impulse Buying, Gen Z.*