

## **ABSTRACT**

The increasing number of internet users in Indonesia has created a new business culture that includes live trends as well as hedonic and utilitarian behavior in consumer behavior.

The main thing that makes TikTok Live popular and widely used is that in this live streaming feature, customers and buyers can interact through the comments feature which can be directly seen by the seller. Apart from that, there is a shopping basket which displays various interactive products which are being displayed live which produces convenience. of product search or ease of searching for and purchasing products, as well as minimizing time and effort in searching for and purchasing Live streaming products

This research aims to see whether there is an influence of the Perceived value and flow experience dimensions as mediating variables on Purchase intentions with a case study of live TikTok users through emotional pleasure in TikTok users.

The research method used was quantitative involving 100 respondents who were measured using a five-point Likert scale. The data analysis technique used is descriptive statistical analysis and Structural Equation Modeling (SEM) which is implemented using SmartPLS 3.0 software.

The results of the analysis in this study state that there is a partial positive and significant influence of Hedonic Value on Purchase Intentions. There is a partial positive and significant influence of Utilitarian Value on Purchase Intentions. There is a partial positive and significant influence of Emotional Pleasure on Purchase Intentions. There is a positive and significant moderating effect of flow experience on hedonic value. There is a positive and significant moderating influence of flow experience on utilitarian. There is a positive and significant moderating influence of flow experience on emotional pleasure

**Keywords: Perceived Value, Flow Experience, Emotional Pleasure, Purchase Intentions**