

ABSTRACT

The massive growth in popularity of TikTok in Indonesia over the past few years has had a huge impact on economic growth in Indonesia. TikTok facilitates its users to reach a wider audience by utilizing the live broadcast feature, thus increasing their chances of attracting new customers. There are many factors that influence consumers to switch to using live broadcasts as a means of shopping, such as the convenience of consumers to learn about products, and direct two-way interaction between sellers and prospective buyers that can affect consumer emotions thereby increasing interest in buying the goods being promoted.

The purpose of this study is to investigate the factors that influence consumer purchase intentions on the live streaming platform, especially from the consumer functional experience and emotional contagion perspective. The aspects studied in the live broadcast features include user interactivity and convenience when using the live broadcast feature on the TikTok application, while the aspects studied in the consumer's emotional perspective include the pleasant emotion and emotional trust.

This study was studied using a quantitative descriptive methodology with data collection techniques in the form of a questionnaire-based survey and literature study. The sampling method consists of non-probability sampling, in which the researcher selects a sample from a population that meets the criteria for research respondents. Then, the collected data were then analyzed using a partial least square with the statistical software SmartPLS.3.2.9.

The results indicated that Erigo Store live streaming features in interactivity and convenience has positive significant influence the consumer functional experience, pleasant emotion, and emotional trust. And it has no positive significant influence on purchase intention. Also, the consumer functional experience, pleasant emotion and emotional trust has positive significant influence on mediating the relationship between Erigo Store live streamers' interactivity and live streaming convenience towards purchase intention at the low structural level.

Explaining the role of live streaming features in increasing consumer buying interest, this research can be used as an evaluation of the process of influencing consumer buying interest by involving the perspective of functional experience and emotional contagion. Theoretical and managerial implications of this analysis for the influence of live streaming features on purchase intention are discussed further in end of this paper.

Keywords: Live Streaming Features, Consumer Functional Experience, Emotional Contagion Perspective, and Purchase Intention.