

ABSTRACT

The development of digital technology has led to the emergence of the social commerce phenomenon, where platforms such as TikTok have become one of the leading ones in providing interactive shopping experiences through live streaming features. This study aims to analyze the factors that influence consumer impulse buying behavior in TikTok live streaming using the SOR (Stimulus-Organism-Response) Model. The research question focuses on how social presence and sales promotion affect flow experience and impulse buying behavior, as well as the moderating role of time availability and money availability.

This research uses a quantitative approach with a survey through a questionnaire to 385 respondents who are active in shopping on TikTok live streaming. The data collected was analyzed using a structural model to test the relationship between variables with the Smart-PLS application. The findings show that social presence and sales promotion have a positive and significant influence on flow experience. In addition, flow experience mediates the relationship between these stimuli and impulse buying behavior. Time availability variables strengthen the influence of flow experience on impulse buying behavior under certain conditions and money availability variables strengthen the influence of flow experience on impulse buying behavior variables weaken the influence of flow experience on impulse buying behavior.

This research contributes to the development of digital consumer behavior literature, especially in the context of live streaming-based social commerce. The findings provide practical guidance for businesses in designing effective promotional strategies, such as increasing social presence through real-time interactions and utilizing relevant promotions to encourage impulse buying behavior.

As a recommendation, this study suggests businesses prioritize strategies that focus on consumer emotional engagement and promotion relevance, and manage the duration of live streaming to keep consumers' attention. Future studies could expand coverage to other platforms or consider consumer psychographic variables.

Keywords: *social presence, sales promotion, flow experience, impulse buying, TikTok live streaming.*