

ABSTRACT

This research is motivated by the increasing development of marketing methods, particularly digital marketing through the internet. From this development, a new marketing method has emerged through the live streaming features available on various digital platforms on the internet. One of the most widely used platforms for live streaming is TikTok.

With the growth of marketing through live streaming and the development of live streaming platforms themselves, this research is written with the aim of understanding how live streaming marketing affects consumer purchase intentions for Implora products through TikTok Shop from the perspective of IT Affordance.

Using purposive sampling techniques, which fall under non-probability sampling methods, 237 respondents were obtained who are TikTok users, have watched live streams conducted by Implora, and have either purchased or are interested in purchasing products from Implora. The data obtained from this research sample was then analyzed using confirmatory factor analysis (CFA) with the SmartPLS software.

From the data that has been collected and the analysis that has been conducted, the results indicate that consumer purchase intention is influenced by the presence variable in live streaming engagement, but not by the immersion variable. This shows that consumers are more influenced by active participation and direct interaction during live streaming compared to emotional connections and the feeling of presence in the context of marketing. Then, the presence variable is influenced by guidance shopping and metavoicing affordance, but not by visibility affordance. Meanwhile, the immersion variable is influenced by visibility and guidance shopping affordance, but not by metavoicing affordance.

The results of this research are expected to provide a new perspective or viewpoint on marketing through live streaming conducted by Implora, taking into account aspects of live streaming that can enhance presence in live streaming engagement, such as guided shopping and metavoicing affordance from the perspective of IT Affordance.

Keywords: *live streaming, factor analysis, purchase intention, Implora, Tiktok*