



The Effect of Interactivity, Informativity, And Entertainment On Attachment in Live Stream Commerce: The Role of Immersion and Stickiness

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ABSTRACT

Stickiness is a critical factor in the success of a live stream commerce business, which develops from stickiness triggered by audience engagement with streamers during live stream sessions that can arise through elements of interactivity, informativity, and entertainment. This study aims to analyze the effect of interactivity, informativity, and entertainment on immersion, the impact of immersion on hedonism, and the effect of hedonism on stickiness. This study uses a quantitative approach with a survey method that reaches 150 users and viewers of TikTok live streams in Indonesia, selected through purposive sampling techniques in a non-probability sampling method. Data analysis was carried out using the Structural Equation Model (SEM-PLS). The results of the study show that interactivity and entertainment have a significant effect on encouraging viewers to feel immersed. In addition, immersion also has a substantial effect on hedonism, which in turn affects stickiness. However, informativity did not show a significant impact on immersion. Theoretically, this study enriches the digital marketing literature, especially in live stream commerce, and opens up opportunities for further research on the effect of informatics. In practical terms, these findings provide insights for businesses and marketers to design content that can increase stickiness on the live streaming platform TikTok.

Keywords: stickiness, hedonism, immersion, live stream commerce, digital marketing