PENGARUH DIMENSI *EMOTIONAL INTERACTION* TERHADAP *PURCHASE INTENTION* DAN *PERCEIVED USEFULNESS* SEBAGAI VARIABEL INTERVENING PADA PRODUK *SKINCARE* LOKAL DI *SOCIAL COMMERCE*

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *emotional interaction* terhadap *purchase intention* dan *perceived usefulness* sebagai variabel intervening pada produk *skincare* lokal di *social commerce* TikTok. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling,* dengan jumlah responden sebanyak 100 responden (27 pria dan 73 wanita), populasi penelitian ini terdiri dari mahasiswa di Daerah Istimewa Yogyakarta yang membeli produk *skincare* lokal di TikTok. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Dalam penelitian ini, Software SmartPls versi 4 digunakan sebagai alat analisis untuk menguji baik *Outer model* maupun *Inner model*. Hasil penelitian menunjukan bahwa *familiarity dan intimacy* berpengaruh positif dan signifikan terhadap *purchase intention, familiarity dan intimacy* berpengaruh positif dan signifikan terhadap *perceived usefulness, perceived usefulness* berpengaruh positif dan signifikan terhadap *purchase intention* dan terdapat pengaruh tidak langsung *familiarity dan intimacy* terhadap *purchase intention* dimediasi oleh *perceived usefulness*.

Kata Kunci: *Emotional Interaction*, *Purchase Intention*, *Perceived Usefulnes*
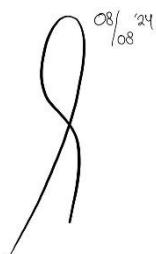
THE INFLUENCE OF EMOTIONAL INTERACTION DIMENSIONS ON PURCHASE INTENTION AND PERCEIVED USEFULNESS AS INTERVENING VARIABLES IN LOCAL SKINCARE PRODUCTS IN SOCIAL COMMERCE

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Abstract

This research aims to analyze the influence of emotional interaction dimensions on purchase intention and perceived usefulness as intervening variables for local skincare products in social commerce TikTok. The sampling technique in this research used a purposive sampling technique, with a total of 100 respondents (27 men and 73 women). The research population consisted of students in the Special Region of Yogyakarta who bought local skincare products on TikTok. Primary data in this research was collected using a questionnaire method via Google Form which has been tested for validity and reliability. In this research, SmartPls software version 4 was used as an analytical tool to test both the outer model and inner model. The results of the research show that familiarity and intimacy have a positive and significant effect on purchase intentions, familiarity and intimacy have a positive and significant effect on perceived usefulness, perceived usefulness has a positive and significant effect on purchase intention and there is an indirect effect of familiarity and intimacy on purchase intention mediated by perceived usefulness.

Keywords: *Emotional Interaction, Purchase Intention, Perceived Usefulness*