

ABSTRAK

Tujuan penelitian ini untuk mengukur dan mengetahui pengaruh *Flash Sale* dan *Hedonic Shopping Motivation* terhadap *Impulse Buying* melalui *Positive Emotion* pada Pengguna *E-Commerce* Shopee. Jenis penelitian ini adalah kuantitatif, teknik sampling yang digunakan adalah *non-probability* dan metode pengumpulan data yang digunakan adalah *purposive sampling*. Populasi dalam penelitian ini adalah masyarakat Kabupaten Bangkalan yang berbelanja *online* di *e-commerce* Shopee dalam enam bulan terakhir dengan rentang waktu mulai bulan Oktober 2024 hingga April 2025. Sampel yang digunakan sebanyak 97 responden dengan sumber data primer dari penyebaran kuesioner melalui *google form*. Teknik analisis data yang digunakan berupa *Structural Equation Modeling* (SEM) dilaksanakan dengan memakai software *SmartPLS 4.0*

Berdasarkan hasil analisis penelitian yang dilakukan, menunjukkan bahwa variabel *Flash Sale* yang dimediasi *Positive Emotion* terhadap *Impulse Buying* memperoleh nilai t-statistik sebesar $1.657 > t\text{-tabel}$ sebesar 0.1698 yang artinya H_0 ditolak dan H_1 diterima. Sementara itu, pada variabel *Hedonic Shopping Motivation* dimediasi *Positive Emotion* terhadap *Impulse Buying* memperoleh nilai t-statistik sebesar $1.778 > t\text{-tabel}$ sebesar 0.1698 yang artinya H_0 ditolak dan H_1 diterima. Dengan demikian dapat disimpulkan bahwa *Flash Sale* (X_1), dan *Hedonic Shopping Motivation* (X_2) berpengaruh positif terhadap *Impulse Buying* (Y) melalui *Positive Emotion* (Z) pada Pengguna *E-commerce* Shoppe di Kabupaten Bangkalan.

Kata kunci: *E-Commerce* Shopee Indonesia, *Flash Sale*, *Hedonic Shopping Motivation*, *Impulse Buying*, *Positive Emotion*.

ABSTRACT

The purpose of this study was to measure and determine the effect of Flash Sale and Hedonic Shopping Motivation on Impulse Buying through Positive Emotion with Shopee E-Commerce Users. This type of research is quantitative, the sampling technique used is non-probability and the data collection method used is purposive sampling. The population in this study were people from Bangkalan Regency who shopped online at Shopee e-commerce in the last six months with a time span from October 2024 to April 2025. The sample used was 97 respondents with primary data sources from distributing questionnaires via google form. The data analysis technique used is Structural Equation Modeling (SEM) implemented using SmartPLS 4.0 software.

Based on the results of the research analysis conducted, it shows that the Flash Sale variable mediated by Positive Emotion on Impulse Buying obtained a t-statistic value of $1.657 > t\text{-table of } 0.1698$, which means H_0 is rejected and H_1 is accepted. Meanwhile, the Hedonic Shopping Motivation variable mediated by Positive Emotion on Impulse Buying obtained a t-statistic value of $1.778 > t\text{-table of } 0.1698$, which means H_0 is rejected and H_1 is accepted. Thus it can be concluded that Flash Sale (X_1), and Hedonic Shopping Motivation (X_2) have a positive effect on Impulse Buying (Y) through Positive Emotion (Z) on E-commerce Shoppe Users in Bangkalan Regency.

Keywords: *E-Commerce Shopee Indonesia, Flash Sale, Hedonic Shopping Motivation, Impulse Buying, Positive Emotion.*