

ABSTRAK

Program *Flash Sale* merupakan promosi digital berbasis kelangkaan dan batas waktu yang dapat memengaruhi *Emotions* dan *Impulse Buying*. Namun, penelitian terdahulu mengenai hubungan tersebut masih menghasilkan temuan yang beragam. Penelitian ini bertujuan menganalisis pengaruh *Flash Sale* terhadap *Emotions* dan *Impulse Buying*, pengaruh *Emotions* terhadap *Impulse Buying*, peran *Emotions* dalam memediasi pengaruh *Flash Sale* terhadap *Impulse Buying*, serta peran *Self-Control* dalam memoderasi pengaruh *Flash Sale* terhadap *Impulse Buying* dalam kerangka *Stimulus-Organism-Response*. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif. Populasi penelitian terdiri atas dosen dan tenaga kependidikan perempuan Universitas Trunodjoyo Madura yang memiliki akun Shopee dan pernah bertransaksi melalui program *Flash Sale* dalam satu tahun terakhir. Sebanyak 96 responden dipilih melalui *purposive sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis menggunakan PLS-SEM dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa *Flash Sale* berpengaruh positif dan signifikan terhadap *Emotions*. Sebaliknya, *Emotions* tidak berpengaruh signifikan terhadap *Impulse Buying*. *Flash Sale* juga tidak berpengaruh signifikan terhadap *Impulse Buying*. *Emotions* tidak terbukti memediasi pengaruh *Flash Sale* terhadap *Impulse Buying*. *Self-Control* juga tidak terbukti memoderasi pengaruh *Flash Sale* terhadap *Impulse Buying*. Dalam kerangka S-O-R, *Flash Sale* sebagai *stimulus* mampu membangkitkan *Emotions* sebagai *organism*. Namun, *Emotions* tersebut belum terbukti menghasilkan *Impulse Buying* sebagai *response*. Temuan ini menunjukkan bahwa daya tarik *Flash Sale* tidak selalu mendorong pembelian impulsif pada responden penelitian.

Kata kunci: *Flash Sale, Emotions, Impulse Buying, Self-Control, Shopee.*

ABSTRACT

Digital promotions based on scarcity and time limits through the Flash Sale program may affect Emotions and Impulse Buying. However, previous studies have reported inconsistent findings. This study examined the effects of Flash Sale on Emotions and Impulse Buying, the effect of Emotions on Impulse Buying, the role of Emotions in mediating the effect of Flash Sale on Impulse Buying, and the role of Self-Control in moderating the effect of Flash Sale on Impulse Buying within the Stimulus-Organism-Response (S-O-R) framework. This study employed an explanatory quantitative approach. The population comprised female lecturers and educational staff members at Universitas Trunodjoyo Madura who had a Shopee account and had made a purchase through the Flash Sale program within the preceding year. A total of 96 respondents were selected through purposive sampling. Data were collected using a questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results showed that Flash Sale had a positive and significant effect on Emotions. Conversely, Emotions had no significant effect on Impulse Buying. Flash Sale also had no significant effect on Impulse Buying. The results did not establish that Emotions mediated the effect of Flash Sale on Impulse Buying. Self-Control was also not found to moderate the effect of Flash Sale on Impulse Buying. Within the S-O-R framework, Flash Sale as the stimulus elicited Emotions as the organism. However, this emotional state was not shown to produce Impulse Buying as the response. These findings indicate that the appeal of Flash Sale does not necessarily lead to Impulse Buying among the respondents.

Keywords: *Flash Sale, Emotions, Impulse Buying, Self-Control, Shopee.*