

ABSTRAK

PENGARUH *FLASH SALE* DAN CITRA MEREK PADA *MARKETPLACE SHOPEE* TERHADAP *IMPULSE BUYING* GENERASI Z DENGAN EMOSI POSITIF SEBAGAI VARIABEL MEDIASI

Studi pada pengguna Shopee di Daerah Istimewa Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *flash sale* pada *Marketplace Shopee* terhadap *impulse buying* generasi z, (2) pengaruh citra merek pada *Marketplace Shopee* terhadap *impulse buying* generasi z, (3) pengaruh emosi positif berpengaruh terhadap *impulse buying* generasi z, (4) emosi positif memediasi pengaruh *flash sale* pada *Marketplace Shopee* terhadap *impulse buying* generasi z, (5) emosi positif memediasi pengaruh citra merek pada *Marketplace Shopee* terhadap *impulse buying* generasi z. Teknik pengambilan sampel pada penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner secara *online*, meliputi variabel *flash sale*, citra merek, *impulse buying*, emosi positif dan kuesioner ini diisi oleh 140 responden. Analisis data menggunakan *Partial Least Square* (PLS) yang kemudian diolah menggunakan *WarpPLS* 7.0. Hasil penelitian menunjukkan bahwa: (1) *Flash sale* pada *Marketplace Shopee* berpengaruh terhadap *impulse buying* generasi z, (2) Citra merek pada *Marketplace Shopee* berpengaruh terhadap *impulse buying* generasi z, (3) Emosi positif berpengaruh terhadap *impulse buying* generasi z, (4) Emosi positif memediasi sebagian pengaruh *flash sale* pada *Marketplace Shopee* terhadap *impulse buying* generasi z, (5) Emosi positif memediasi sebagian pengaruh citra merek pada *Marketplace Shopee* terhadap *impulse buying* generasi z.

Kata Kunci: *Flash Sale*, Citra Merek, *Impulse Buying*, Emosi Positif

ABSTRACT

POSITIVE EMOTIONS AS A MEDIATING VARIABLE OF MARKETPLACE SHOPEE FLASH SALE AND BRAND IMAGE TOWARDS GENERATION Z IMPULSE BUYING

Study on Shopee users in Special Region of Yogyakarta

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This study aims to determine: (1) the influence of flash sales on the Shopee Marketplace towards impulse buying generation Z, (2) the influence of brand image on the Shopee Marketplace towards impulse buying generation Z, (3) the influence of positive emotions towards impulse buying generation Z, (4) positive emotions mediated the influence of flash sales on the Shopee Marketplace towards impulse buying generation Z, (5) positive emotions mediated the influence of brand image on the Shopee Marketplace towards impulse buying generation Z. The sampling technique in this study used purposive sampling. Data was obtained by distributing online questionnaires about flash sale, brand image, impulse buying, positive emotions and this questionnaire was filled out by 140 respondents. Data was analyzed using Partial Least Square (PLS) and processed using WarpPLS 7.0. The results showed that: (1) Flash sale on the Shopee Marketplace influenced impulse buying of generation Z, (2) Brand image on the Shopee Marketplace influenced impulse buying of generation Z, (3) Positive emotions influenced impulse buying generation Z, (4) Positive emotions partially mediated the influence of flash sales on the Shopee Marketplace towards impulse buying of generation Z, (5) Positive emotions partially mediated the influence of brand image on the Shopee Marketplace towards impulse buying generation Z.

Keywords: *Flash Sale, Brand Image, Impulse Buying, Positive Emotions*